



CONTACTS

AUGUST 1951

"GREAT FALLS, WINNIPEG RIVER"

Ten Years Old on August First

It seems fitting that Eaton's, "The Store for Young Canada," should mark the tenth birthday of Winnipeg's Unemployment Insurance Commission, National Employment Service Office. On August 1, 1941, Mr. W. H. Darracott, the present manager, officially opened this office to the public.

The early growth and development of this "young" service has been phenomenal, as indicated by an increase in staff of some two hundred and fifty men and women, since its inception. As the staff grew, so did the services offered, and far from being merely a central labour market and office for insurance payments, this office now has many specialized services to offer.

YOUTH CENTRE

Included among these are the Youth Centre, which affords special assistance to young people seeking permanent, part-time and summer employment. The Testing Service is another innovation which has proven its worth, and an average of 1,500 people a year take advantage of this free speed testing service for stenographers and typists. The Special Placements Section looks after vocationally limited men and women seeking employment, while employment officers from all sections visit employers to determine their requirements, and assist them in any way possible with their employment problems.

During its ten years of service to the community, the closest co-operation has been maintained between National Employment Service and Eaton's Personnel Office. Staff for all departments has been recruited through N.E.S., and every effort has been made to meet rush requirements for extra sales staff. Seasonal lay-offs, too, have been carefully and quickly handled with as little difficulty as possible for all concerned. Well known to N.E.S. officers are Mr. R. Laidlaw and Miss C. Carruthers of Personnel, who have always worked closely with N.E.S. in all matters pertaining to employment and unemployment insurance.

Over Half a Million Placed in Employment

An indication of the place this office holds in the community is apparent by its general statistics. Since its inception on August 1, 1941, the office has placed 318,064 men and 244,104 women in employment, and employers have listed a total of 771,066 vacancies. During this period, also, the payment of Unemployment Insurance benefits has held an important place in the operation of the office, and in 1950 alone, the disastrous flood year, over four and a half million dollars were paid out in Unemployment Insurance benefits, benefiting recipients and business in the community alike.

The size of the Winnipeg local office area, some 540,000 square miles, has necessitated the opening of sub-offices in St. Boniface, Selkirk, and on the university campus at Fort Garry. Clearance procedure has facilitated the movement of workers to other areas, and to Winnipeg from other points in Canada. During the past eight and a half years, 24,829 men and 2,007 women have been placed in other areas through the Winnipeg Office Clearance Section.

During its ten short years of operation, this office has firmly established itself on sound business principles as a much needed community service—a service which can readily adapt itself to the needs of rapidly changing times.

* * * *

And so Eaton's salutes the National Employment Service Office upon its impressive record and splendid job of co-operation over the years!



Winnipeg Store photographed a few days before its 46th anniversary—with flag poles at the windows ready for Birthday decorations. At rear can be seen a corner of Mail Order Building No. 1.

A City Goes Shopping!

Echoes of Our 46th Anniversary

Winnipeg Store's 46th Birthday Was a Record Breaker . . .

Day's Biggest Highlight, the Fine Morale of Our Staff . . .

"Never in the 36 years I've lived and shopped in Winnipeg have I seen a larger crowd of good-tempered folks, especially the sales people!" Such was the tribute volunteered by an enthusiastic woman shopper the morning of July 17—our Store's 46th anniversary. The good lady was correct.

From all reports, our 1951 Birthday Sale was indeed a record breaker . . . not only because of the number of people who came to share the windfall of anniversary values, but more particularly because of the wonderful spirit shown by all Eatonians!

A salute to those on the selling front, the floor service, the cashiers, parcellers, the elevators, doormen, caretaking, parking lot attendants, carriers, stockroom men and any others we may have missed! It was your splendid extra effort that put it over and again demonstrated this Store's ability to serve the community as it expects to be served, even when the system is taxed to its utmost!

1,776 "Extras"

All told, there were 1,776 extra people taking part in the Birthday Sale. Of these over two hundred were former employees and retired Eatonians. Some of them hadn't used a sales book for many years and yet their errors were amazingly few, while their willingness, indeed eagerness, to serve the public with smoothness and efficiency was another unforgettable highlight of the day. Truly, "Once an Eatonian, always an Eatonian!"



"Green Keep My Memories"

Countless thousands passed by the little lady in black as she went quietly about her shopping during Winnipeg Store's 46th Birthday Sale. Almost everyone in that great throng, she noticed, was wearing the familiar ribbon: "Today we are 46 years old." Unfortunately she had arrived too late and the birthday badges seemed to be gone. It would be nice to have one, she thought, to pin beside the ribbon she had fastened to her dress before leaving home. That one bore the legend: "One year old today—Eaton's, July 17, 1906." She guessed there weren't many of *them* around today!

It was then that floorman Alex Stewart spied the demure little lady and gallantly pinned his own 46th birthday ribbon on her dress. Contacts, too, had a chat with Miss Gertrude Grant, which proved to be her name. Yes, she had most of the birthday ribbons right from 1906. That first

anniversary of Eaton's arrival in Winnipeg was well remembered, too—"especially the band playing on the main floor."

57 Years in Winnipeg

Born in Barrie, Ontario ("on the beautiful Kemperfeldt Bay"), she had arrived in Winnipeg on July 13, 1894. The city's population was only 35,000 then, and electric street cars had just replaced old Dobbin, with fares at six for a quarter.

While we stood on the kerb outside the Store waiting for Eaton car No. 719 to take Miss Grant home, she told us about being invited to the monster picnic that Eaton employees held at Portage la Prairie away back in those distant days. "I'm nearly 81 now," she added, with eyes sparkling, "but I can well remember the fun we had!"

Au revoir, Miss Grant, it was nice meeting you! And may you add many more birthday ribbons to your collection!



These Shoes Had a Birthday, Too!

The day of the Birthday Sale, July 17, Mrs. Gertrude Kennedy went into the Women's Shoe Department and informed them the shoes she was wearing had been bought through the Eaton catalogue from Toronto the year the Winnipeg Store opened. We show a picture of Mrs. Kennedy and the shoes.

Mrs. Kennedy, who was then living in Kenora, or Rat Portage, as it was known at the time, walked daily to the pump house where her husband was chief engineer, to take him his lunch. The shoes were an Eaton Branded line and she wore them for many years. A little while ago she spent \$3.00 on repairs and is wearing them again.



EASTERN VISITORS

Among summer visitors to the Store during the past month were: Lady Eaton, who made a flying visit to see her grandchildren before leaving for overseas; Mr. O. D. Vaughan, vice-president, who was in Winnipeg for stock-taking, and Mr. C. M. Leishman, director, who stopped over in Winnipeg on his way to Vancouver.

Approximately 18 per cent of all persons killed by automobiles are children under 15 years of age. It is the moral duty of every driver to be on the alert for children playing in the streets and to remember that they may dash out from the sidewalk or from behind parked cars.



Top Row—Left: Sister and her little brother are having fun at the United Church Fresh Air Camp. Centre: The group of E.E.C.F. members who made the trip. Right: Three Chinese children at Lakeside Fresh Air Camp.
Lower Row—Left: A group of children pictured at Lakeside. Right: A patient with calcium deficiency shown in the hospital at the Salvation Army Camp.

Your E.E.C.F. Reports

On Summer Camps at Lake Winnipeg

A group of members from the Eaton Employees' Charitable Fund committee paid a visit on July 11 to three of the summer camps to which the Fund contributes.

The first camp to be visited, *Lakeside*, is beautifully situated on Lake Winnipeg near Gimli. It is well organized and spotlessly clean. This camp provides for six groups of children and two groups of mothers and children during the summer months. Children are between six and twelve years of age, and are selected by social agencies and public health nurses. A graduate nurse is in charge of the camp hospital. Health and weight records for all the children are also maintained here.

The Salvation Army Camp is also on Lake Winnipeg near Sandy Hook. This splendidly operated camp accepts only persons who are unable to pay anything at all. These people are selected by welfare agencies, public health nurses and the Salvation Army. The camp cares for four groups of children and twelve family groups, the families being housed in cottages. Another noteworthy feature is that those selected have their train fares paid by the Army. Daily weight and health records are also kept by the camp nurse.

The United Church Fresh Air Camp is situated near Gimli on Lake Winnipeg. This camp handles eight groups of children between six and twelve years of age during the summer months, and accommodates ten to fifteen hospital cases. Anyone able to contribute towards his or her upkeep at the camp is expected to do so. There were one hundred and ten children and ten hospital cases at the time of the visit.

The committee found all three camps to be clean and well run, and in each case the hospital was spotless. All three camps provide a plentiful supply of wholesome, well-cooked food . . . or as much as healthy appetites are able to consume. Thus a healthy, happy holiday for the campers . . . and Eatonians are indeed glad to assist this worthy cause.



BOOSTER BUILDERS!

The *Display Department* hits the headlines: A couple of satisfied customers wrote in as follows:

"We want to extend our thanks to The T. Eaton Company and the Display Department for helping us to obtain curtains to use as a backdrop for our recent production of 'H.M.S. Pinafore.' We wish to thank in particular Miss Marie Johnson and Miss Hilda James for their kindness. Their help has been noted by our organization and it is such as they that make dealing with The T. Eaton Company such a pleasure."

And again:

"On behalf of our school auxiliary, please accept our grateful appreciation for the lovely decorations your Display Department arranged for our graduation dance. Our particular thanks to Mr. Ernie Beatty who was so helpful and efficient. The policy of The T. Eaton Company to extend help to the many organizations in the community which it serves is a truly admirable one."

* * *

Recently the *Jewellery Department* took in a string of pearls to be repaired, then the customer wrote saying that she was in the hospital, so would they please dispose of the pearls for the cost of the repairs. The department, instead, sent her out the mended pearls, free of charge. Here is her letter of thanks:

"I want to thank you for sending my pearls. I am sorry that I couldn't write sooner. That was very kind of you. It has made me very happy. Thank you very much."

* * *

Following is an extract from a letter by a customer in Minneapolis written to a friend in Winnipeg about the *Photographic Workrooms*:

"Eaton's Winnipeg Store is wonderful. Before leaving for home I had a passport picture taken there. Last week I discovered I would need eight more copies for visas to the different countries we are visiting, so on Thursday night I sent a night letter and the copies arrived Saturday morning. How's that for efficiency?"

* * *

This time it is the *Electricals*: Two American tourists bought a crystal fixture, which, although carefully packed for the ride back in the car, turned out to have two of the glass cups below the candles damaged. The department promptly shipped replacements and explained how an electrician could replace them when he installed the fixture. Here is the answer:

"Please extend our many thanks to whom it may concern. The cups arrived and we now have the fixture installed. We wish to thank you for your very prompt reply and care of this problem. We are very proud of this beautiful addition to our home. By day, with sunlight on it, it looks like a beautiful rainbow. Again, allow us to thank you for your courtesy."

Four

The *Shopping Service* comes in for its share as usual: A Maryland, U.S.A., customer wrote the Shopping Service for some very small purchases to be sent to her mother in a Winnipeg hospital. The American woman thanks them as follows:

"This is belated indeed, but my appreciation of your fine service has not diminished a bit with the passage of time. On April 27 you delivered a lot of little things to my mother in St. Boniface Hospital. You must have done a beautiful job, for my mother was delighted. Thank you very much for paying such particular attention to a very small order."

* * *

And, of course, the *Delivery Department* is in:

"Would you be kind enough to thank for me, your driver, Cyril Horsfall. I seldom see him, but on Friday I ordered a flat of petunias and, knowing I would be out of town for the weekend, left instructions with my cousin for putting them in the shade at the back of the house. When he went to look for the petunias, he found the driver had already placed them there. Today a lawnmower was delivered. I was not up, and expected to find it leaning against the back door. Instead it was placed out of sight at the back of the house. Certainly I appreciate such thoughtfulness and extra effort 'over and above the call of duty.'"

* * *

"Your *Delivery Service* is most remarkable. On the day of your 46th anniversary sale, I purchased some articles a few moments after the lunch hour. They arrived at my home by five o'clock that day. This seems most extraordinary service for you to render on such a busy day. You certainly deserve a word of appreciation. It so happened that your 46th anniversary was also my 20th wedding anniversary. Perhaps that is why I feel that a few words along these lines should be written to you in appreciation of your excellent service under such very trying conditions."

* * *

A customer from N.B. thanks the *Grill Room Products*:

"I am writing on behalf of my wife and myself to thank you for the wonderful work done in icing our 25th anniversary cake in your Store, and also for the wonderful way in which it was packed—not a particle of the icing was broken. Would you kindly convey our thanks to the manager of that department and to the employee who packed it. Hoping to be able to do business with The T. Eaton Co. in future, as I have for the past 30 years."

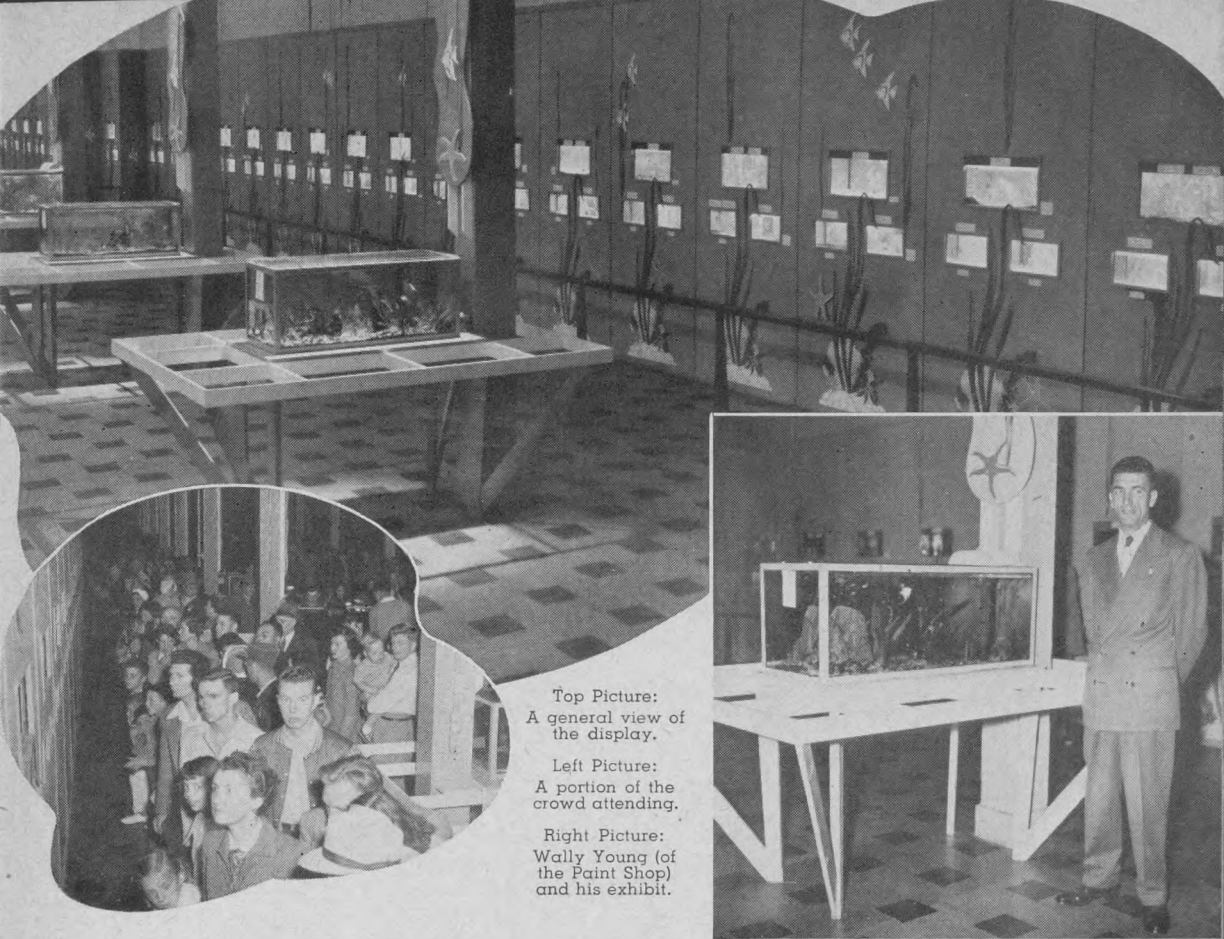
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This one is for our kind-hearted *elevator girls* and some other members of the staff:

"We wish to commend two of your elevator operators—Miss Reese and Miss Drefts—for their kindness and consideration towards the girls from the Wheel Chair Centre who visited the Hobby Show. They were most helpful and went out of their way to do everything possible."

"We should also like to thank Messrs. Greenwood, Miller, McBryde, Laing and Mousseau for their generous help in making the outing a complete success."

Thank You, Booster Builders!



Top Picture:
A general view of
the display.

Left Picture:
A portion of the
crowd attending.

Right Picture:
Wally Young (of
the Paint Shop)
and his exhibit.

A FISHY INTERLUDE

100,000 Visit the Display of Tropical Fish

What surprised us most about our visit to the Donald Annex, where we interviewed some of the tropical fish being displayed by the members of the Exotic Fish Club, from June 23 to July 7, was that the poor males do all the work!

Poor Papa!

Mamma merely provides the eggs and if she is not kept away by her husband, or removed bodily from the tank, she will eat the babies. Father looks after the new-born. One type carefully takes each egg and places it in a bubble; another proud papa cleans off a wide blade of sea grass and makes sure the eggs are laid along the clean leaf. Still another papa fish carefully scrubs a stone, sees that the eggs are deposited on it, then cleans out a nest for the newly hatched babies. Not content with that, he bathes each baby every day! As one variety spawned 1,600 eggs in 36 hours, you can imagine it is no light task he has.

Fish and More Fish

Of the 134 varieties it is possible to assemble in the city, there were 124 kinds represented at the exhibit. They were displayed to the best possible advantage. The tanks of clear glass were set in a sea-green wall decorated with underseas floral designs. Behind the wall was an alley where the fresh water was piped into the aging containers before being put into the tanks. Over each tank at the back was a bar of fluorescent light, so that from the front you appeared to be looking into sunshine-filled water.

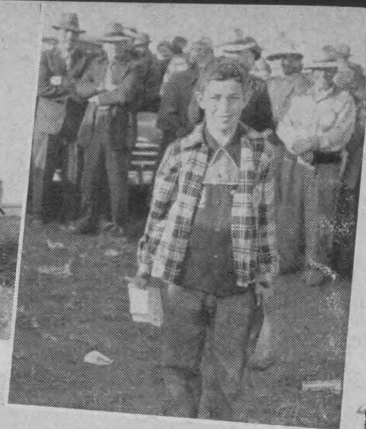
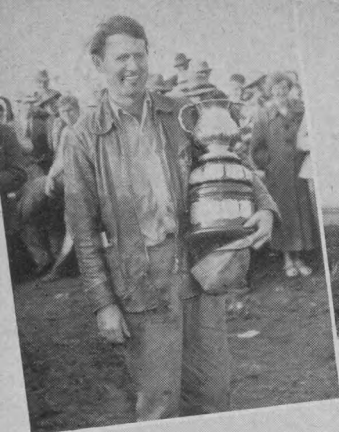
The angel fish were perhaps the most beautiful ones on display, and we liked the black mollies looking for all the world like the best black velvet. The two discus fish were the most expensive ones in the show. There were also Trinidad guppies, hummingbird catfish, fish with head and tail lights; neon tetras, which are transparent with a blue or red line, and the blind fish that have lived for thousands of years in subterranean caves, thus having no need for eyes. Also there were the fighting fish which battle till one or the other is choked to death.

If You Knows of a Better 'Ole, 'Op To It

The walking fish hails from India and, as the water dries up in the mud holes in the rice paddies, he picks up and walks to another water hole. There were fascinating hatchet fish that have to be well covered, as they jump 15 feet at a leap, and the peculiar sword-tail fish that hangs nose down. Then there were the lost soul fish, which come from the Amazon River and are believed by the natives to contain the soul of a dear departed.

One of the most interesting exhibits was that of Wally Young, of the Paint Shop. Wally had a four-foot tank containing eight different varieties that

(Continued on Page Six)



SPEED THE PLOUGH!

52nd Provincial Ploughing Match at Portage la Prairie

*"God speed the plough!" be this a prayer
To find its echo everywhere."*

Time marches on, and much that was picturesque and poetic has gone out of ploughing with the advent of the big machine plough and its "mass production." This thought occurred to several Eatonians who attended the 52nd annual ploughing match, held on June 18 on the farm of Cecil McDonald near Portage la Prairie.

Among the trophies and prizes were gold wrist watches donated by The T. Eaton Company.

The accompanying pictures show, at top left, Don Brownridge, who took top honours in the three-furrow engine gang plough class and also for the best ploughed land. At top right is 11-year-old Gerald Lytle whose steady hands won the prize for the youngest ploughman in the match.

A Cheer For the Noble Horse!

Witt Billingham, who won the Sir Daniel McMillan cup, is pictured in centre at top. Witt's award was for the best ploughed land in the walking plough class. With a horse-drawn plough, this is a feat that requires much greater skill than machine ploughing, say the experts. Given the power of speech, "Barney" (the grey) and "Rusty," Witt's willing team, could tell you a thing or two about ploughing!

Bottom picture shows the ploughing of the headland—or the "grand march"—as the match comes to an end.

Missing from picture is Bob Beam, who won a silver cup as first in the three-furrow engine gang plough for boys under 18. Bob also won a gold wrist watch donated by Eaton's.

We acknowledge with pleasure the following letter apropos of the ploughing match:

"The T. Eaton Co. Limited.

"Winnipeg, Man.

"Attention of Mr. C. Tucker.

"Please accept my grateful thanks for the splendid pictures you so kindly sent me. It is square dealing and kindly courtesies like this that keep Eaton's the most popular name in the country.

"As for ourselves, you may have bigger customers but there are no better satisfied ones.

"Witt Billingham."

A FISHY INTERLUDE

(Continued from Page Five)

live in peace together, among them angel fish, black mollies and green sword-tails. The angel fish had spawned and the eggs were laid along a blade of grass. When the babies hatch, if they fall off the grass papa will lift them back on, as they are unable to swim! Wally's exhibit had beautiful foliage and the stones, like those in the rest of the tanks, carried out the colour scheme of the fish inside.

An estimated 100,000 people turned out to see this attractive display. One of the show's distinguished visitors was Lady Eaton, who was in Winnipeg at the time.

The Young Mr. Young Celebrates 45 Years With Eaton's



Our Mail Order Superintendent is Showered With Tributes by Eatonians Across Canada

What qualities of heart and mind must a man possess to enable him to serve a great Canadian Company, such as ours, with distinction for 45 years? What caused him to rise, like an Horatio Alger hero, from a diminutive, fun-loving parcel boy to a high-ranking position . . . enjoying throughout those four and a half decades the affection and high esteem of all?

In the case of Alfred H. Young, Winnipeg's Mail Order superintendent, the answer is high ideals, sincerity and an imaginative outlook, coupled with sound judgment. Add to these the attributes of enthusiasm, a quiet courage, an unfailing courtesy, plus that "saving grace"—a sense of humour—and, above all, friendliness!

B.C. Eatonians Stage Breakfast Party

When Mr. Young celebrated his 45th anniversary with Eaton's on June 19, he was in Penticton, B.C. Here he was attending the Postmasters' Convention with the Company's postal representative, Mr. George Latimer who, by happy coincidence, completed 40 years with the Company on the same day.

While away from home, the anniversaries of these two distinguished Eatonians did not go by unnoticed. Instead, the occasion was marked with a delightful breakfast party arranged for Messrs. Young and Latimer at Penticton by our Vancouver Store management. Among those attending to pay tribute to the visitors were Mr. Ross Jenkins, vice-president and general manager of the British Columbia Division, and Mr. H. D. Macnamara, supervisor of Vancouver Mail Order. The breakfast table was gaily decked with lovely British

Columbia blooms, and congratulatory telegrams were read from Company points across Canada.

And a Happy Homecoming

On his return to Winnipeg, Mr. Young was honoured by his staff and associates in the Mail Order Merchandise Office. Acting for the group, Mr. Angus Osborne presented our M.O. superintendent with a night table and Mrs. Young with a lovely bouquet of roses. An informal get-together honouring Mr. and Mrs. Young was held that evening at the home of Mr. and Mrs. Jack Meyers.

Finally came the big Mail Order party (reported elsewhere in *Contacts*) at which Mr. Young received an enthusiastic tribute from the M.O. management. Thus ended a round of celebrations honouring a well-loved figure—one to whom we all wish continued good health and an overflowing measure of happiness!

PRINTING PLANT PATTERN—By M. Torrance

One, two, and you're out, in the old ball game. The old-timers held their own in the game with the present team on Tuesday, July 30. They were credited with two home runs, scored by Anderson and Ringland, and a brilliant play of catch and tag between second and third bases by Restall.

In all, it was a good game considering the number of balls lost in the sun. Taking them all round, these old-timers have 524 years behind them. The score for the game was 6-5 for the youngsters.

A word from the critics to the present team: "A little more team work. Play your own position—it only takes one man to catch a ball."

Sorry to hear Mr. Allan Farquhar has been in hospital and undergone an operation. Best wishes for a speedy recovery, Allan.

Pleased to see Mr. Harold Sinclair back at work after a lengthy illness.



ISN'T IT LOVELY?

Mr. and Mrs. Latimer admire the figurine presented to them during a dance in their honour.

Honoured by Eaton's, British Columbia

On the actual day George was at Penticton, B.C., where, accompanied by Mr. A. H. Young, M.O. superintendent, he was attending the Postmasters' Convention. By lucky coincidence, June 19 was also Mr. Young's 45th anniversary. Learning of this fact, a group of our Vancouver supervisors, headed by Mr. Ross Jenkins, general manager of the British Columbia Division, arranged a delightful breakfast party at Penticton to mark the occasion. Many telegrams were received at this event, showering congratulations on both distinguished Eatonians.

The Staff Takes Over

On Mr. Latimer's return he found his desk gaily decked with anniversary gifts from staff and friends. Then followed a dance and social evening on June 27 at St. Vital Legion Hall. Over 100 staff members and friends joined in this happy event which the honoured guests, Mr. and Mrs. Latimer, will long remember.

During intermission George Robinson, as spokesman, expressed the sentiments of all when he commented on Mr. Latimer's invaluable service with the Company, and stressed the kindly, unassuming

George Latimer Celebrates Forty Busy Happy Years

A Round of Festivities Heralds "Young-Latimer" Week

There are 4,400 postmasters in Western Canada, and it's safe to say that George Latimer, supervisor of our Postal, Railways and Customer Investigation Department, is well known to most of them—indeed, he numbers hundreds of them among his warmest friends.

Mr. Latimer's 40th anniversary with Eaton's, on June 19, was heralded with a round of festivities.

way in which he accomplishes his daily tasks. A lovely figurine was then presented to Mr. and Mrs. Latimer by Miss K. Shores, on behalf of the gathering.

Expressing his thanks, Mr. Latimer also spoke of his various trips attending Postal Conventions over Western Canada. He particularly stressed the friendly feeling held towards our Company both by the Postal service and the general public.

Honoured by Supervisors

Still another surprise awaited the Latimers. On Tuesday, June 26, while quietly tending his garden, a delegation of supervisors, headed by Mr. Gilbert Eaton and Mr. R. M. Pinfold, drove up to George's home and presented him with a silver tea service.

Finally came the big Mail Order party on June 29, with more honours for this highly popular Eatonian whose intricate knowledge of postal and transportation problems and capacity for friendship has been a happy association for all concerned. Yes, it was certainly "Young-Latimer" week in Winnipeg and, as one seasoned staff member put it, "there are no two finer gentlemen to work under—and you can lay to that."

Thirty-Fifth Anniversary

WILLIAM ACHESON WRIGHT

Newby, Ireland, is the home of William Acheson (Bill) Wright, whose 35th anniversary with the Lumber section in the Hardware Department and the Company occurred on July 10.

Bill is one of our busiest and most obliging Eatonians, and his knowledge of lumber and its intricate details is much appreciated by Eaton customers.

An occasional chair was presented to Bill as a gift of the staff. He was also surprised with a party at his home by a gang from the department when he received a smoker's stand and Mrs. Wright was presented with a bouquet of roses.

Bill is a life member of the Canoe Club and is interested in speed boat racing, though he says one mile an hour suits him now. He has a son, Michael.

Ken Chalmers, head of department (right), presenting chair to Bill Wright. ➡➡➡



Forty Years an Eatonian

LISLE EDWIN CHRISTIE

Head of Department, Millinery, Laces, Etc.,
Winnipeg Mail Order

Although the youthful looking Lisle Christie's 40th anniversary took place June 7 while he was on a buying trip to Toronto, it was not overlooked. Wires and messages of congratulation were sent to him from friends and associates.

A luncheon was given in his honour by Messrs. Grierson, W. Elder and H. N. Meaton at the Toronto Granite Club, and in the evening Mr. and Mrs. R. B. Harding arranged a dinner at the Port Credit Golf Club, at which Mr. and Mrs. Edwin Christie, Mr. Christie's son and daughter-in-law, were also present. In addition, Miss Myra Reid and Miss Milsip entertained Mr. Christie and Buying Office associates at the Lychee Gardens.

On June 18, the day Mr. Christie returned, he was presented with a mantel radio by Mr. L. A. Tempest, supervisor, on behalf of the staff, and flowers were sent to Mrs. Christie.

Lisle was with the Supply Office, the Store Millinery Department, the M.O. Hosiery and Glove Departments before moving to the Millinery, Laces, Neckwear, etc., Mail Order, where he has been for the past 30 years. Today he is head of department. Mrs. Christie was Tillie Oliver of the Book Department. They have two sons, Edwin, a barrister in Toronto, and Gordon, a consulting engineer.



Thirty-Fifth Anniversary

MABEL STEPHENSON

Winnipeg-born Mabel Stephenson (of the M.O. Notions and Fancy Goods) observed her 35th anniversary with the Company and the department on July 3. To mark this important milestone, Mr. S. H. Williams, supervisor, presented Mabel with an electric clock on behalf of the department.

On July 4, Miss Stephenson was guest of honour at a party at 3 Evergreen Place, where the girls enjoyed a sing-song and games. The winners were Doris Kraeling, Ruth Francey and Dorothy Dance.

Mabel's chief interests outside her work are natural history (she is a member of the Natural History Society of Manitoba) and travelling.



1921—Thirty Years With Eaton's—1951

ELIZABETH PAGE (Paints and Wallpaper).....	July 4
MURDO CAMPBELL (Foodateria).....	July 4
LETA McMULLEN (M.O. Shipping).....	July 11
SAMUEL McMASTER (Hostess Shop).....	July 11
HARRY S. BRIGGS (M.O. Packing).....	July 12

Congratulations, folks! That extra week's holiday is not hard to take!



Welcome to the **EATON** *Quarter-Century Club*

(See Write-ups on Facing Page)



Welcome to the Quarter-Century Club

ALEX HEWISH

Supervisor, Electrical Accessories

The staff of the Electrical Accessories gathered in the department before Store opening on June 28, ostensibly to be briefed on stock-taking. With this bit of strategy Edgar Adey lured his supervisor, Mr. Alex Hewish, to the meeting, which turned out to be a presentation in honour of Mr. Hewish's joining the Quarter-Century Club. A bouquet of roses was also sent to his good wife as her share in the occasion.

Reviewing Mr. Hewish's career with the Company, Mr. Adey said that after six months with the Mail Order Packing, the former had joined the Radio and Music Department. That was back in the "cat's whisker days" and Mr. Hewish had steadily progressed to head of department. Four years ago he had stepped up again when appointed supervisor of Electricals. Here Mr. Hewish had won the respect and affection of all the staff. Presentation of an English leather golf bag was then made to Mr. Hewish, the gift of his staff.

Warmly thanking them, the Electricals chief also expressed his appreciation of the fine spirit of co-operation and loyalty he had enjoyed during his four years in the department.

In leisure hours, Toronto-born Alex Hewish has always been an ardent amateur photographer and his skill won recognition in an international competition some years ago. Today he modestly disclaims any particular artistry in this field—but we'd like to see his album!

MARGARET N. MARSHALL

Dundee, Scotland, is Margaret Marshall's birthplace, and it was to Dundee she sailed on her quarter-century holiday.

Margaret celebrated her 25th anniversary with the Company and Linen and Staples Department on June 15, when Mr. T. Burns, supervisor, presented her with a purse on behalf of the assembled staff. Expressions of appreciation were extended from former members who had been associated with Margaret during years past, and many personal gifts from friends outside the Store family gave evidence of the high esteem in which she is held.

Description of Pictures on Facing Page

Top Row—Left: Supervisor Alex Hewish (right) is greeted by Mr. Ed Adey, head of department. Centre: Margaret Marshall (Staples). Right: Kay Bodley (Head Cashiers).

Second Row—Left: Marjorie Carr-Lawton (Stationery) is delighted with the gift of luggage Mr. W. Bucham, supervisor, has presented. Centre: Seward MacChesney (Elevators). Right: Mrs. Ishbel Barbour (Wages Office).

Third Row—Miss Ina Caners (M.O. Packing).

Fourth Row—Left: Bert Elson (right) receives a gaily wrapped gift from his fellow floormen, presented by Mr. W. L. Paik, assistant superintendent. Centre: Steve Procunoff (right) (Candy Kitchen) gets a gift of luggage from his fellow workers, presented by Mr. Reg Hinch, head of department. Right: Bill Vine (left) is presented with a handsome clock by Mr. Dan Galbraith, head of department, acting for the staff.

Fifth Row—Left: Joe McConnell (left) is presented with a travelling bag by Mr. Dan Galbraith, on behalf of the caretaking staff. Circle: John Henderson (Night Watchmen). Next: Cora Murray (General Office). Right: Bob McCormick, assistant, M.O. Stoves, Plumbing.

KATHLEEN EMILY BODLEY

A native Winnipegger is Kathleen Bodley who had her 25th anniversary with the Company on June 16. Kay, as she is known to all, was born in West Kildonan and joined the staff as an Exchange runner when in her early teens. She later moved on to the Cash Office and finally to the Head Cash Office where she has been for the last seven years.

To mark her anniversary, Mr. R. B. T. Whitbread, supervisor, presented Kay with a gold wrist watch on behalf of the staff of the Head Cash.

In leisure hours Kay golfs, curls and likes to knit. She plans to go to Vancouver and California on her long holiday.

MARJORIE CARR-LAWTON

"The mink she had always wanted" (a doll-size fur coat) was one of Marge Carr-Lawton's gifts on the occasion of her 25th anniversary party, which was a dinner given at Moore's on June 17, by the staff of the Books and Stationery. Mr. W. Bucham, supervisor, acting on behalf of the staff, also presented her with a silver ring set with an enormous "emerald." Five juicy carrots dangled from the carefully gift-wrapped parcel. Then he made the real presentation, a gorgeous set of travelling bags!

On her anniversary morning Marge was given a corsage of pink roses and many personal gifts, including a beautiful compact, a travelling clock and gloves.

Marge was born in England. She used to curl with the Eaton Women's Curling Club and has a trophy to prove it. She was also fond of tennis and golf. Her present hobby is saving her money for an extensive trip on her holidays!

SEWARD MacCHESNEY

The Elevator staff gathered on the morning of June 20 to wish a happy anniversary to Seward MacChesney, who is well known to many hundreds of Eaton customers and the staff alike for his quiet efficiency and courtesy. Mr. A. Murray, supervisor, presented Seward with a power drill on behalf of the staff.

ROBERT McCORMICK

A caddy cart was presented to Robert McCormick, assistant, M.O. Stoves and Plumbing, on the occasion of his 25th anniversary, July 13. Mr. W. L. Cable, supervisor, did the honours for the staff in the Princess Street Warehouse.

On the evening of Bob's anniversary, a stag was held in his honour at the Valour Road Legion Hall, where he received a bench saw from the assembled staff of the M.O. Hardware, where Bob had spent his last 11 years of service. Previous to this he was with the M.O. China for 14 years. Mr. A. F. Harding, head of department, made this presentation.

Bob was born in London, Ontario. He is married to the former Lilian McDowell, of the M.O. Files. They have three sons, John, Robin and Alan. Bob has curled with the Eaton Curling Club for 20 years (all with George Allan as skip) and is fond of shooting and golf. He also finds time to preside at meetings of the 3rd Winnipeg Cub and Scout group committee.

Welcome to the Quarter-Century Club

ISHBEL HAMILTON BARBOUR

A bluenose from Bridgewater, Nova Scotia, is Ishbel Barbour of the Wages Office, who celebrated her quarter-century with the Company on June 21.

Ishbel received a lovely coffee table and mirror as gifts from the staff presented by Mr. Weldon Neelands, supervisor. She was also guest of honour at a dinner party at the home of Jessie McNaughton where she was presented with a Royal Doulton figurine as a gift from some of the girls. Another group of girls surprised her at her home and gave her a trilight.

During both World Wars I and II Mrs. Barbour was in charge of Eaton service men's records from Port Arthur to Vancouver and endeared herself to the boys by her interest on their behalf.

Mrs. Barbour has one son, Kenneth John.

INA CATHERINE CANERS

A supper was held at Moore's, on June 22, when members of the M.O. Packing staff gathered in honour of Ina Caners, who celebrated her quarter century with the Company on June 23. Mary Wright presented Ina with a wrist watch on behalf of those present.

The following day Ina received a radio from the department, while the girls on the staff gave her a handbag. There were also numerous other beautiful gifts from her friends and a bouquet of 25 red roses.

Finally, a surprise party was held in Ina's honour at the home of Mrs. Llewellyn, where all her former co-workers gathered and presented her with a set of three matched travelling cases.

Ina was born in Zaltbommel, the Netherlands, and has spent her 25 years' service with the M.O. Packing.

JOHN HENDERSON

John Henderson, night watchman, was presented with a mantel radio and the good wishes of the staff on the occasion of his quarter-century anniversary, July 8, by Mr. A. D. MacDonell, supervisor, Staff and Welfare. Mr. D. Galbraith, head of department, spoke of John's loyal service.

John joined the staff of the Freight Transport, where he spent his first 13 years' service with the Company. He has a son, James; three daughters, Hilda, Doris and Bertie, all married, and is a member of Old St. Andrew's Church.

Speaking of his Store service, John added that he has always found the Company most considerate and fair to its employees.

CORA K. MURRAY

As Cora arrived at work at 7 a.m. on her 25th anniversary, July 12, the staff decided King Billy must have brought her on his horse.

Tiverton, Ontario, was Cora's birthplace, and she has spent her 25 years with the Company in the General Office.

To make it a happy anniversary, Mr. R. B. T. Whitbread, supervisor, presented Cora with a gold Solar wrist watch as a gift from the staff; the girls in the office followed up with twin travel cases, while the gals in her own section (Bank Statements) gave her a chased gold compact and initialled linen handkerchiefs! Quite a nice load of "loot!"

Twelve

M. A. (Bert) ELSON

When he first saw the light of day at Saltcoats, Sask., his folks named him Matthew Albert, but today his army of friends know him as Bert Elson, our tall, slender, kindly floorman on the third floor. Bert celebrated his quarter-century on June 23 (the actual date was June 24) and we mean celebrated!

For not only was he marking 25 years of devoted service to Eaton's, but also to his fellow man. At Store closing on June 22 the whole third floor ganged up on Bert and, on their behalf, Mr. W. L. Palk presented our hero with a nest of tables, and a Doulton figurine to his good wife, the former Lillian Richardson, M.O. Packing. It was a tribute to Bert Elson, the loyal, ever-helpful and obliging friend and fellow worker.

Called to the Superintendent's Office next morning, Bert received a giant Christmas cracker presented by Mr. W. L. Palk. This lavishly wrapped gift of Mr. Sizeland and his men proved to be a golf bag—and "just what he wanted." That evening came two receptions — one at Jack Moir's apartment, the other at the R.C.A.F. officers' mess by the invitation of F./O. George Moir.

All in all, a grand day for Bert Elson who, by his kindly nature and his gift of music, so freely given to others over the years, has endeared himself to all who know him.

STEVE PROCURONOFF

On Steve's 25th anniversary, July 2, Mr. R. D. Hinch, head of department, Candy Factory, presented Steve with a gladstone bag and the good wishes of the staff. Other tokens of remembrance were also given to Steve by various members of the staff, while that night the men in the department held a surprise party for him at his home. Over three years' service with the well known "Little Black Devils" in both France and Belgium is Russian-born Steve's war record.

Steve has one son, William Stephen, who has achieved a B.Sc. in Agriculture and Entomology and is qualifying for a Ph.D.

WILLIAM GEORGE VINE

Old Aberdeen, Scotland, is where William (Bill) Vine of the General Stock, hails from.

When Bill celebrated 25 years with the Company on July 5, Mr. D. Galbraith, head of department, presented him with a clock and the best wishes of the staff. He stated that Bill was a most conscientious worker and valuable Eatonian.

Mr. Vine is married and has two sons, James in the general post office, and John. He also has one granddaughter. Golf is his sports dish.

JOSEPH McCONNELL

Twenty-five years spent with the Company doing a competent, conscientious job on the Caretaking Staff (21 of them on nights), is Joe McConnell's service record.

Joe celebrated his 25th anniversary and his retirement on July 6, when Mr. D. Galbraith, head of department, presented him with a travelling bag from the staff. Old friends, especially around the Alexander Avenue Warehouse, will miss you, Joe.

ANNE JOHNSTON (No Picture)

A trip to the coast is what Anne plans for her quarter-century holiday. She celebrated her anniversary on June 23, when the staff of the M.O. Copying offered their good wishes and several tokens of their appreciation and friendship.



Left—Two of the girls from the Centre looking with admiration at the needlecraft.
Centre—The crochet work also comes in for attention.
Right—An older member of the group admires Don Nisbet's prize-winning bungalow.

THE WILLING SPIRIT

During the week of June 16 to 23, a large number of visitors passed through the Seventh Floor Assembly Hall in order to see the Eaton Employees' Hobby Show. Few of these visitors were more interested than a group of 28 girls from the Wheel Chair Centre who were taken to the Grill Room for tea as guests of the Company, following their visit to the show.

These girls who are the victims of polio and sclerosis have, in some cases, had to retrain their hands. And, of course, one of the chief ways of doing this was to learn typing and handicrafts of various kinds.

The show was of interest to this particular group because it enabled them to compare the work they do with that of other people, and many of the girls were encouraged to find that their own work stacked up quite well against that of people with the normal use of both hands. Truly, indeed, if the spirit is willing, nothing is too hard to accomplish!

Congratulations to Joe Sigurdson



A lovely petit point picture won Joe Sigurdson (M.O. Sales Room) an award in the Employees' Hobby Show which was a Store attraction in mid-June. While a patient in Ninette Sanitarium and King Edward Hospital, Joe took up petit point as a pastime and soon became skilled in this fascinating art.

Congratulations, Joe
—your many friends
wish you a speedy return to good health!

Down Memory Lane

Glancing through some old files the other day we ran across several copies of "Batter Times," a three-a-week news sheet that was published by the Store 'way back in 1931, to keep employees up to date on the progress of a "Baseball Game" Sales Campaign that was carried on in that year.

Printed on lurid pink paper, and showing no respect for anyone at all—with bold headlines and news stories of the campaign written in the zesty, red-blooded terminology of the sports page—"Batter Times" created a sensation among its readers that old-timers still talk about.

The editor was Moray Sinclair, now supervisor of the City Advertising, and it is interesting to note that "Batter Times" was the progenitor of "Contacts" which was established in January, 1932.

HELP WANTED!

MR. JOE TODD,
373 Lake Drive,
Vernon, B.C.

Does anyone know where Joe is? For several months now, someone has been mailing a copy of Contacts to the above address and back it comes to us each time with this notation pencilled on the label by the Post Office: "Removed, no forwarding address." According to Wages Office records, Mr. Todd is not an Eatonian, active or retired.

Will the sender please check on the present address of this gentleman and advise Contacts Office?
Thank you kindly!

Thirteen

Batter Times

VOL. 1 WINNIPEG, MANITOBA, SATURDAY, OCTOBER 21st, 1931 No. 13

**NO TIES! BIG JIM HARGREAVES
COPS FIRST! SAD SAM SECOND**

Three Optimists, Three Go-Getters, Two Persuaders and
One Gloom-Chaser to Battle for First Position
GO-GETTERS—1931-1932

Batter Times

VOL. 1 WINNIPEG, MANITOBA, TUESDAY, NOVEMBER 10th, 1931 No. 18

WALLY WILLIAMS WINS!
Cops Store Championship
Last Day of World Series

Noses Wild Bill Stewart Out of Money in Breath-taking
Finish - - Sparky Hancock and Big Jim
Tie for Third Position!



Recent Retirements

Our good wishes go with these old-timers who leave us for a more leisurely life.

ARCHIBALD GRAY (M.O. Sportswear) retired, July 14, after 24 years' service. The staffs of Departments 10 and 11 presented him with a torchere, and he received an electric joiner from the M.O. Sportswear Department.

WILLIAM IRWIN (Customs and Traffic). Mr. A. Kent, head of department, presented William Irwin with an occasional chair on behalf of the staff on the occasion of Bill's retirement from the Company, July 7, after 34 years' service.

GEORGE HARGREAVES (Doormen) was presented with a mantel radio by head of department, Mr. D. Galbraith, on his retirement, July 7, after more than 32 years with the Company.

WILLIAM KENT (Engineers) received a chenille bedspread from Mr. A. Murray, supervisor, when he retired on July 6 after 25½ years with the Company.

THOMAS COULSON (Night Watchmen) (no picture) retired, July 6, after 25½ years with the Company. Mr. A. D. MacDonell, supervisor, Staff and Welfare, presented Thomas with an easy chair on behalf of the staff.

Description of Pictures at Left

Top—Archibald Gray receiving an electric joiner and good wishes from Mr. J. Johnston.

Second—Mr. A. Kent and Bill Irwin.

Third—George Hargreaves receiving mantel radio from Mr. D. Galbraith.

Fourth—Mr. A. Murray shaking hands with William Kent.

* * *

MR. R. A. (Dick) BATTING RETIRES

Many Winnipeg Eatonians who were with the Company in the twenties or earlier remember Dick Batting, a member of the staff of the General Audit Department, under the late Mr. E. J. Smith, for some 15 years before being located in Regina as resident Saskatchewan auditor.

Dick, who celebrated 35 years with the Company earlier this year, spent a few days in Winnipeg, accompanied by Mrs. Batting, visiting the parent department and saying farewell to old friends and business associates before retiring on May 15.

Dick has chosen Victoria, B.C., in which to reside and enjoy the salubrious climate and his favourite game of golf. Good luck and best wishes.



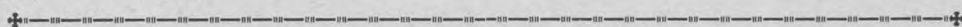


Top Row—The little guys breast the tape. Extreme right: Contest for carpenters' wives—hit the nail on the head the fastest (without hitting the nail on your thumb). Lower Picture—A lot of hot air going on here—balloon race for the gals.

Carpenters Hammer Out Grand Picnic at Gimli

If "a shoemaker's wife is the poorest shod" (to use an old saw), how fast can a carpenter's wife drive a nail? In the accompanying pictures you'll note a nail-hammering contest for wives, which was one of the features at the Eaton Carpenters' annual picnic held at Gimli on Saturday, July 7. Some fifteen carloads of carpenters and their families made the trip, and the festivities were held on the lovely grounds surrounding Jack Ludlow's cottage.

Under the direction of Jim Stuart, head of department, things moved along at a merry clip! It was real lakeside weather. Swimming, games, races, with such novelty events for the ladies as wheelbarrow races, scrambles, and hammering a nail the fastest without damaging a digit. A baseball game, and supper on the lawn wound up a grand outing!



This Looks Like a Record—Who Can Beat It?

This group of nine babies are all the children of Alf Cortens (Box Factory), and each of them was photographed in the Eaton Studio at the bewitching age of seven months. Finally, as they grew up, all of Mr. Cortens' nine children were employed by Eaton's until they married or moved away. The eldest is now 35 and the youngest 16. Reading from left to right, top row: Laura, Violet, Ray, Jack. Lower row: Gertrude, Mary, Brian, David and Audrey.





EATON MEN'S ANNU

THE WINNERS:

John David Eaton Trophy and Grand Championship: Reg Wright (Stoves, Plumbing), also winner of the G. M. Eaton Trophy for "B" Class.

R. Y. Eaton Trophy for "C" Class: H. Duyvejonck (Electricals).

H. M. Tucker Trophy for "D" Class: A. "Gus" Gartside (Expense Office).

B. C. Scrivener Trophy for "E" Class: J. Donaghy (Customers' Decorating).

Open letter to the weather man: "Dear Sir: Eaton men golfers, 600 strong, say 'thanks a million' for dishing out five afternoons of perfect golf weather for the annual field days of June 18 to 22 at Elmhurst . . . also during the play-off for the Grand Championship on July 4!"

In July Contacts we reported the opening of this big annual tourney and the "A" Class winners. Published above are the winners of "B," "C," "D" and "E" Classes.

Runners-Up and Low Gross

"B" Class—R. Smith (Hosiery) runner-up. Bob Hale (Hardware) low gross, and Bill Hogg (M.O. Staples) runner-up.

"C" Class—E. G. Keena (Oriental Rugs) runner-up. T. Clear (Stoves, Plumbing) low gross, W. Robinson (Carpets) runner-up.

"D" Class—F. Jones (M.O. Jewellery) runner-up. Walter Scott (Furniture) low gross, R. Hewitt (General Audit) runner-up.

"E" Class—Art Bennett (Printing) runner-up. Gun-

nar Thorlakson (Garage) low gross, R. Cooper (Garage) runner-up.

Close scoring was a feature of the play-off. The Grand Champion, Reg Wright, had a net 152 for the 36 holes, while Gil Bell was only a stroke behind with 153; "Gus" Gartside and Joe Donaghy tied with 155, C. Duyvejonck (pronounced "Duvion") trailed with a net 169.

"Such close scores just show," says your handicap committee, "what could be accomplished if and when players turn in their scores, as handicaps are based on field-day scores."



ANNUAL GOLF CLASSIC

[Continued from
July Contacts]

Each field day ended with a delicious Elmhurst steak dinner, a sing-song and presentation of prizes. Prominent Eatonians attending to present the various trophies and extend their congratulations to the winners were: Messrs. R. S. McCordick, G. M. Eaton, A. R. Tucker, R. M. Pinfold, H. A. Steele, A. D. MacDonell and W. L. Palk.

Our thanks to these gentlemen—grand sports they are—for taking time from their many obligations to be with us. Mr. Palk voiced the deep appreciation that is in all our hearts, when he spoke of the vision of the late Sir John Eaton and the generosity of our Company in making possible the annual field days for men and women Eatonians.

DESCRIPTION OF PICTURES ABOVE

Top Row—Second from left is Reg Wright receiving the Gilbert M. Eaton trophy for "B" Class from Mr. Eaton. Reg also won the President's trophy and grand championship. At left and right are the President's and the G. M. Eaton trophies. Next, H. Duyvejonck receives the R. Y. Eaton trophy for "C" Class from Mr. R. M. Pinfold. Next, T. Clear is presented with low gross award by Mr. Pinfold. Circle: "Gus" Gartside, who is also pictured receiving the "D" Class, H. M. Tucker trophy, from Mr. A. R. Tucker. Extreme right: E. J. Donaghy is presented with the B. C. Scrivener trophy for "E" Class.

Second Row—Mr. Eaton presents the low gross runner-up award in "B" Class to Bill Hegg, and in next picture the low gross award to Bob Hales. Circle: "C" Class low gross runner-up, W. Robinson. Next, Mr. Pinfold presents "C" Class runner-up award to

E. Keena. Next, Mr. Tucker presents award to "D" Class low gross runner-up, R. Hewitt. Extreme right: Mr. H. A. Steele congratulates Art Bennett, runner-up in "E" Class.

Lower Row—Mr. Eaton presents the "B" Class runner-up award to Bob Smith. Next, Frank Jones receives "D" Class runner-up award from Mr. Tucker. Next picture shows Walter Scott receiving the low gross award, "D" Class, from Mr. Tucker. Next, R. Cooper receives the low gross, "E" Class, runner-up award from Mr. Steele, and at extreme right Gunnar Thorlakson is presented with the "E" Class low gross award.

* * *

(See Other Eaton Golf Classic Pictures
on Page Eighteen)



Eaton Golf Classic

(Continued from Page Seventeen)

Top Row—Left: "My Wild Irish Rose" as lustily interpreted by a foursome of "gentlemen in retirement," left to right, Roy Helyar, Bill Gould, Jim Bloomer and George Paull. Their years with Eaton's totalled a century and a half. Centre: Dynamic Jimmy Quinn leads the singing. Right: Vice-President Jack Meyers (seated) checks in the scores.

Centre, Right—Scorekeeper for this foursome, Fin Cameron (extreme right) gives the "bad news" to Ed Graydon, Fin Tease and Bruce McIrvine.

Lower Row—Left: The day's best sportsman, Jack Pilkington (extreme right). Though both his feet are amputated, "Pilk" gamely played the 18 holes with a smile—and turned in one of the best scores, too! Centre: Harold Price and curling champ Jim Graham on putting green. Right: Bill Davidson greets Tom Halliday—both were among the retired Eatonians enjoying the annual tourney.

Do You Ride a "Bike"?

The bicycle riders of today will be the automobile drivers of the future. For your own good, safety experts urge you to keep your bicycle and its equipment in safe condition and remember the rules of safety:

- Ride single file for safety.
- Stunting and racing are unsafe and unlawful.
- Be alert for opening doors of cars.
- Never "hitch" to a moving vehicle.
- Never carry another person on your bicycle.

Eighteen

Here's a Heart-Warming Incident That Actually Happened on the Eaton Switchboard

"The Song That Reached My Heart"

"The Birthday Sale was at its height," a switchboard operator told Contacts, "we had been particularly busy all day. Then the unexpected happened. In response to an incoming signal, I switched the 'magic key' and was promptly greeted by two childish voices lustily singing:

"Happy Birthday to YOU,
Happy Birthday to YOU,
Happy Birthday, DEAR EATON'S,
Happy Birthday to YOU."

"In response to my 'thank you,' the two wee voices chirped in unison:

"You're very welcome, we'll call again next year."

"And so they were gone, but the warmth of their childish enthusiasm lingers!"

Eaton Angling Club Fish Big Whiteshell

Two busloads strong, the Eaton Angling Club left on June 21 for an over-night jaunt to the Big Whiteshell lake, in Whiteshell Provincial park.

Upon arrival boats and motors transported them along the shore line and fishing was engaged upon until dusk when the men returned to camp. A sing-song and late supper followed.

A few "night hawks" kept vigil, stirring the embers for warmth till they were called at 4 a.m. to hit the deck and get fishing. The weather was made for the outing, in fact, everything went off without a hitch, and no accidents.

One member, who persists in having his Saturday night bath, provided the boys with amusement when he sauntered off the end of the dock into the murky depths of the lake. The redeeming feature was in the minnows brought up in his hip waders.

Fish? Oh! yes. An American tourist was heard to comment: "Say, fellows, seeing that huge catch of yours, perhaps I'd better go home. Did you leave any fish in the lake?"

Over 200 fish were brought home—all legal size. This club does not tolerate undersized fish being caught and kept by its members.

Bill Hill took the prize for the largest fish of the day with an 8-lb. 8-oz. northern pike. Upon cleaning this fish it was found to contain a 12-inch pickerel, partly digested, in the stomach. E. Lasota came next in the northern pike field with a 7-lb. 3-oz. fish. Alex Mackay took the pickerel prize, having caught twins weighing 3 lbs. 14 ozs. each.

* * * *

"SEALED ORDERS"

Eaton Anglers Run Ghost Trip

The Ghost Trip held by the Eaton Angling Club on July 15 proved a pleasant surprise for all. At 3 a.m. three buses left carrying 88 members and visitors. En route, the buses pulled up at the side of the highway and the ardent fishermen were told their destination was Pine Falls, and that they could drop off at their favourite spots along the way, such as MacArthur Falls, Great Falls, etc.

While rain showers couldn't keep the anglers away from their rods and reels, the morning fishing at Pine Falls was not satisfactory, so the men moved to Great Falls where fishing was resumed with greater luck.

Anglers at other points along the river reported poor fishing conditions but never let up until the last moment. Those at MacArthur Falls were amused and confused when they tried to retrieve a turtle caught by Gordon Andrews (Elevators).

The Prize Winners

Largest catch of the day was W. Bay's 8-lb. 7-oz. pike; second in the pike class was R. Truesdale's 5-lb. ½-oz. Ernie Fletcher, our vice-president, proved his skill as a fisherman by landing a 3-lb. 5¼-oz. walleye. Runner-up in this class was S. Boychuk with his 2-lb. 13¼-oz. catch.

The fighting bass were around, too. N. Johnson's first was a 2-lb. 4½-oz. fish, while G. Cooper's 2-lb. 2¼-oz. was a close second.

Weighing-in was carried out at Holiday Beach at the close of the day with Ernie Fletcher as weigh-master. Prizes were presented to the winners by club president Arni Cooper.

FAMILY DAY

The next event will be Family Day, to be held at Shoal Lake on the August 6 Civic Holiday. This is expected to be the club's biggest outing. Members will play host to women and children and an interesting program of fishing, races and picnic fun for all has been arranged.

Angling Club Notes

Meeting at the Free Press clubrooms on June 28, sixty members of the Eaton Angling Club enjoyed an evening of discussion and movies.

Projectionist Jim Jack showed an interesting film on a marine biologist's life at Gaspe. Other films enjoyed were trout fishing in England and Canada's pike fishing: "The Northern Tackle Buster."

Future trips were discussed such as the Family Trip to Shoal Lake and an in-between trip in August. This latter trip will be voted on by club members to decide the destination. Next is that very worth-while event, Boys' Day, which comes up in September.

Don McLarty, who is very well informed on this subject, gave a talk on Eaton's tropical fish display. All who had seen the display found it most interesting indeed.

Club president Arni Cooper then cautioned the men against taking bass fish which were guarding fingerlings, as these are to be looked upon as our future fishing fun and sport.

HORSE SENSE

A horse can't pull while kicking—

This fact we merely mention,
And he can't kick while pulling,
Which is our chief contention.

Let's imitate the good horse
And lead a life that's fitting;
Just pull an honest load, and then
There'll be no time for kicking.

—From "Now"



ENGINEERS ENGINEER GALA PICNIC!

The flag-decked fair grounds at St. Vital were again the scene of our Eaton Engineers' annual picnic which was held on the lovely Saturday afternoon of June 23. That doughty Scot, chief engineer Alex Murray, and his clansmen spared no effort to make it a perfect day of fun in the open for the 500 Eatonians and their families who attended.

One highlight was the pony rides for the wee ones. Another was the heilan' music (?) (to say nothing of the grace and charm) supplied by the Heather Belles pipe band. Little tummies also tucked away endless cones, cokes, candies and hot dogs—all for free, while every little one took home a gift.

Among the Pictures Above

Top row—right: Here's the best way to play the ponies.

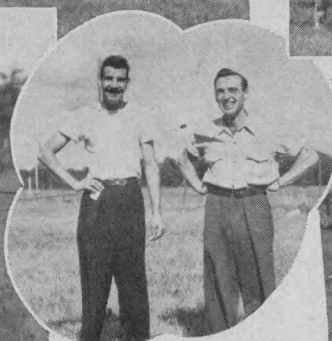
Second row—left: The fashion parade—a presentation of chic (?) summer frocks. (Hey there, Harry! Don't tear that dress!) Centre: The gals search for their slippers. (Good practise for quick action in the early morning.) Lower row: Children only—and what fun they had.

Among the Pictures on Facing Page

Top row—left: Third from left, Mr. R. S. McCordick chats with chief engineer Alex Murray. Second from left is Delivery supervisor Clayton Tucker.

Second row—left: The Heather Belles on parade. Right: One way to get along with your girl friend—the three-legged race.

Lower row—left: Remember your first pony ride? This little lady will never forget hers! Centre: Winners of the 100-yard dash—George Essex, 1st; "Buz" Bemister, 2nd. Right: Creak! Creak! Oh, my aching back! Quarter-century members' race.



Over Five Hundred Eatonians and Their Families Attend Annual Fun Fest at St. Vital Fair Grounds

Races, scrambles and novelty contests drew handsome prizes, then following supper in the big hall, a long list of lucky prize winning numbers was announced.

The annual tug-o'-war by the brawny boys wound up this annual fun-fest which will go down in the department's history as one of the best ever! Among those who came along to lend their support was our general manager, Mr. R. S. McCordick. Between listening to the skirl o' the pipes, chatting with old friends and watching the children race and play, Mr. McCordick proved himself an ardent picnic enthusiast.

DAMP BUT NOT DEFEATED!

"Miss Hush" Highlights 147 Picnic

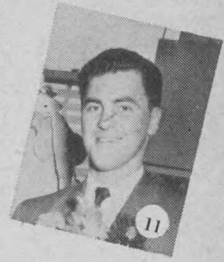
Despite weather conditions which were not too favourable, the picnic that was held June 2 was a huge success. Departments 147 and 147A (Parcel Inspectors and Markers) gathered together at Assiniboine Park about 2:30 Saturday afternoon. Games and races were enjoyed by both young and old. Highlight of events was a tug-o'-war won by the married women who were well fortified by Mrs. Joy as lead.

"Who was Miss Hush?" was the main topic of conversation throughout the picnic, and Mrs. P. Langley came up with the correct answer, Mr. and Mrs. W. Spenceley's dog, Susan.

Wet, cold, tired, but happy and certainly not hungry, the gang left for home around 6 p.m., all having had a wonderful time!



"Don't look now," whispers the pooch, "but I'm the mysterious Miss Hush."



Midsummer Weddings

1—SADIE STOJACK (Boys' Clothing) married Nick Kokran at St Joseph's Church, June 16. She was presented with a mirror from the department and sheets and pillow cases from the boys and girls on the staff.

2—LENA SMILINSKY (M.O. Children's Shoes) was married to J. Drachuk on July 14. Lena received a blanket from the department and a combination waffle iron and toaster as a shower gift.

3—FLORENCE O'DONNELL (M.O. Copying) became the bride of Norm Park at Sparling United Church, June 29. She received a set of dishes as a departmental gift, and a personal and kitchen shower was held in her honour.

4—DAVID CARSON (M.O. Linens) married Doreen Slater at St. Matthew's Anglican Church, June 16. David was presented with a coffee table as a departmental gift and received a wallet from the guests at a stag party.

5—DOROTHY ENTZY (Toys) married Bertram Maunders at Norwood Presbyterian Church on June 15. She received a torchere as a departmental gift and a large mirror at a shower.

6—BONNIE CLARKE (Photo Workroom) became the bride of Jim Clark at Knox United Church, June 9. She received an electric tea kettle as a gift from the department.

(Continued on Page Twenty-Three)

Midsummer Weddings

(Continued from Page Twenty-Two)

7—ARNIE MONK (Opticals) was married to Anna Wozniak at Christ Lutheran Church on June 14. Arnie was presented with a Revere starter set.

8—EDITH McINTOSH (Mailing List) married Leslie Garth Hargreaves at St. Andrew's Church, June 30. Edith was presented with blankets as a departmental gift and a toaster from the girls at a shower.

9—HELEN WERBENECK (M.O. Money Returns) became the bride of Cliff Rodgers at St. Stephen's-Broadway Church, June 9. She received a bedthrow from the department and a quilted satin bedspread and automatic iron from the girls on the staff.

10—JUNE ZELINSKY (M.O. Books and Stationery) was married to Harold Ives at the Sacred Heart Church at Garson, Manitoba, on June 9. She received blankets from the department and a chenille bedspread from the girls on the staff.

11—BRUCE COWLEY (Stock Audit) married Patricia Niblock at All Saints' Anglican Church, June 2. Bruce was presented with an electric clock as a gift from the department.

12—VERLA BROWN (Men's Furnishings) married Lester Barr at Norwood United Church on June 7. She received blankets and linen as departmental gifts and was guest of honour at a miscellaneous shower.

13—SYLVIA TRINL (M.O. Packing) was married to Walter Stromstad at the Home Street Church of Christ on June 30. She received a satin bedspread as a departmental gift and linen at a shower.

14—LIL HICKS (M.O. Women's Shoes) became the bride of Kenneth Corrigan at St. Paul's United Church on June 30. A torchere was presented to Lil from the department and she received blankets at a shower.

15—JACQUELINE BOND (Children's Shoes) married Mac Phillips at St. Stephen's-Broadway United Church, June 15. Jackie was given a rose chenille bedspread by the department and a linen table set at a shower in her honour.

16—MAY WOOD (Candy Factory) married Wilfred Jacques at Sacred Heart Church, June 30. May received a toastmaster from the department and sterling silverware at a shower.

17—VIVIAN LAINE (General Office) became the bride of Anton Sasek at Deer Lodge United Church, June 23. The departmental gift was an electric iron and she received a torchere and linen at a shower.

18—JOYCE FINNSON (General Office) married William Murray at John Black Memorial Church on June 1. The departmental gift was a mirror and she received a torchere and Denton ware at a shower.

19—ELEANOR GALLE (Mailing List) became the bride of Gerald Fowler at St. Philip's Church, June 16. Eleanor was given blankets from the department and a sandwich toaster by the girls on the staff.

20—VIVIAN WARREN (City Inspectors) was married to Joe Lernout at St. Mary's Rectory on June 16. The departmental gift was a clock and she received boudoir lamps from the girls.

21—PAT GREAVES (Sales Office) married John Mace at St. Andrew's United Church, River Heights, on June 2. Pat was presented with linen from the department and a china centrepiece from the girls.

22—EDNA MIDDLETON (City Advertising) married Wes Harvison at Knox United Church on June 23. Edna received a lamp from the department and was guest of honour at a luncheon given by the girls on the staff.

23—EMMA GUNTHER (Shirt Factory) married Robert Kowall at Holy Ghost Church, July 7. Emma was presented with Revere ware by the department and a chenille bedspread and boudoir lamps at a shower.

24—DOREEN BIRMINGHAM (M.O. Copying) was married to Melvin Cairns at Norwood United Church on June 6. Doreen was presented with linen as a departmental gift and was guest of honour at a miscellaneous shower.

25—ANNE STEWART (Elevators) married Robert Norman Davidson at Norwood Presbyterian Church on June 30. The department gave Anne a torchere.

26A—BETTY DESMARAIS (Mailing List) and Norman Whincut were married, June 30, at the minister's home. Betty was given a bedthrow from the department and linen from the girls on the staff.

26B—BERTHA JOHANNESON (Mailing List) was married to Kenneth Duncan at St. Paul's United Church on June 30. Bertha received a coffee maker from the department and kitchenware from the girls.

27—ANN MALBRANCK (M.O. Copying) married Leonard Stomp at St. Anthony's Church, West Kildonan, on June 30. Ann was presented with boudoir lamps and linen from the department.

28—ELSIE WALSH (M.O. Correspondence) married Walter V. Chimka at St. Vladimir and Olga Cathedral on June 30. Elsie was presented with an electric steam iron as a departmental gift and received glassware at a dinner at the Don Carlos Casino.

Four Tons of Mouth-Watering Birthday Cake!

Eaton old-timers will recall the Store's 21st anniversary, back in 1926, when some four tons of rich fruit cake, deliciously iced, was distributed to "Birthday" shoppers.

Mr. Albert Sizeland, head floorman, who was in charge of giving out the little boxes of cake, tells us it was all gone by 1 p.m. The cake was baked in the Eaton kitchens and one can imagine the vast quantities of butter, sugar, eggs, fruit and spices used!



Dot Martin

EATON SOFTBALL LEAGUE

By Dot Martin and Bill Clay

The season is now at the half-way mark, competition is keen and the race is off to a good start. *Rockets* seem to be top of the men's division—one defeat in nine starts—while their rivals, *The Combines*, have lost three, two of them to the *Rockets* by close scores.



Bill Clay

Printers have started to win after a very shaky start. *Decots* are the inner-and-outer club; there is no telling where they will land, for they win the tough ones and drop the easy ones.

Over in the girls' division, last year's runners-up, the *Cubs*, are leading the league with an eight-win, two-loss standing, and they will be tougher from here in, especially now that Frank Heath is back with them after his holiday.

Royals, the old favourites, are in second place, and they are a very aggressive club. They never give up while there is hope. They have lost three close ones which might have gone either way, and a couple of bad injuries have held them down.

Imps, last year's champs, cannot find the range. They are taking a trimming for a change and will have to do some hustling if they hope to retain the cup.

Jets are a first-year club and have not found the win column yet. They have some nice players but they lack experience. However, they try hard and do not lack grit or sportsmanship, for even if they have not had the thrill of winning, they are out in full force, trying every night. We take off our hats to a grand bunch of girls.

Here Is the League Standing, Including Games Played to July 7

MEN'S DIVISION

	P.	W.	L.	P.P.	Pct.
Rockets	9	8	1	1	889
Combines	9	6	3	1	666
Decots	9	3	6	1	333
Printers	9	2	7	1	222

GIRLS' "A" DIVISION

Cubs	10	8	2	0	800
Royals	10	7	3	0	700
Imps	10	4	6	2	400
Jets	10	0	10	2	000

GIRLS' "B" DIVISION

Willbees	5	3	2	2	600
Hotshots	5	2	3	2	400

Baseball Highlights

Cubs trimmed *Royals* 8-4 to tie up Girls' Division "A." Outstanding for the *Cubs* were Phil Main, catching, and Elsie Kunz (sorry that got in as King last time, Elsie), the heavy batter, with Jean Davidson, team captain, doing the hurling. *Royals* were best served by three old favourites, Martin, Fast and Magnusson.

In Division "B," *Willbees* and *Hotshots* are still battling it out.

CALLING FIVE-PIN BOWLERS

All entries for Eaton's Mixed Five-Pin Bowling League must be in the hands of Ernie Wall, Department 161 (M.O. Cashiers), by Wednesday, August 15.

Entry forms now available at Time Offices. Your prompt co-operation, bowlers, please. Thank you!

To Get Pleasure, Not Tragedy, Out of Your Swim—Learn These . . .

SAFETY SIGNALS

- Never go swimming alone.
- Never go in bathing for at least two hours after eating a heavy meal.
- Diving should only be performed in places where sufficient depth for safety is known to exist.
- Extreme care should be exercised by bathers in unfamiliar places, particularly where there is a strong current. The possibility of entanglement by weeds is also a very real hazard.
- Many drowning fatalities are undoubtedly caused by persons going into water when in an overheated condition. Here again the danger is intensified by bathing alone.
- Persons who are not in good health should keep out of the water.
- Get pleasure, not tragedy, out of your swimming.



Despatch Curlers' Picnic



The Despatch Curling Club held its first picnic at Dugard's Beach on Sunday, June 24. About 14 carloads or 70 members and their families attended.

The sun was shining brightly, and on arrival at the beach they became one happy family. The committee started to bustle and tables were laden with the good things provided by the women folk. After washing the dishes, a sports program was run off. When it came to prizes, everyone was on the receiving end. Car number prizes were won by K. Merritt and K. Kunz. The party left for home tired but happy, with the hope that it may become an annual event.

Thanks go to the committee responsible for the picnic: Alex Ingram, Ken Merritt, H. Shemmins, Pat Milne, Bill Evans, Jack Johnstone, Jack Seaborne.

CALLING GIRL GOLFERS!

The Eaton Women's Golf Club **FALL FIELD DAY** is scheduled for Wednesday afternoon, September 19. **Please keep the date open.**

Watch Contacts and Time Offices' notice boards for further details. (And, if a mere man may put in his "two-cents' worth"—here's hoping you gals have fine weather.)—Ed.

RECENT APPOINTMENTS

Winnipeg

Department W238—Women's Shoes, Slippers, Rubbers and Winter Goods up to and including \$11.95:

MR. C. R. GRAHAM, supervisor.

MR. W. B. CABLE, head of department.

MR. M. SIMMONS, assistant.

Department W338—Women's High-Price Shoes, Slippers and Winter Goods \$12.00 and over:

MR. C. R. GRAHAM, supervisor.

MR. J. F. GARGETT, head of department.

MR. T. KEOUGH, assistant.

Department W239—Infants', Children's, Boys' and Misses' Shoes, Slippers, Rubbers and Winter Goods:

MR. G. MCGREGOR, assistant.

Department W37—Men's and Youths' Shoes, Slippers, Rubbers, Winter Goods and Shoe Findings:

MR. A. C. WADDELL, assistant.

Department W229—Men's Clothing—Suits, Overcoats, Pants, Overalls, Windbreakers, Custom Tailoring and Parkas:

MR. R. D. DAILLEY, assistant.

Department 151—Delivery;

Department 157—Truck Painting;

Department 171—Freight Transport;

Department 181—Furniture Delivery:

MR. A. ARNASON, supervisor. This is in addition to present duties in Departments 1065 and 146.

Department 1065—Garage and Customers' Car Service;

Department 146—Garage:

MR. R. TURNER, head of department.

MR. L. GLAZIER, assistant.

Langley Prairie, B. C., Order Office

MRS. ETHEL MULLIGAN, in charge.

Dauphin

Department D260—Radios, Washers, Ironers, Vacuums, Polishers, Electric Refrigerators and Carpet Sweepers:

MR. D. E. BREKKE, head of department;

MR. F. G. NICHOLSON, assistant.

Department D270—Furniture, Sewing Machines, Beds, Springs, Mattresses, Carpets, Linoleum, Tile, Paints, Wallpaper, Pictures, Hardware, Housewares, China and Glassware, Toys, Wheel Goods, Sporting Goods, Bicycles, Luggage, Auto Accessories, Tires and Tubes, Stoves, Electric Lamps, Fixtures and Accessories:

MR. A. JOHANNESSON, head of department;

MR. F. G. NICHOLSON, assistant.

Saskatoon

Despatch, Carriers, Out-of-Town Packing and Shipping, Delivery, Store Trucks, Receiving Room:

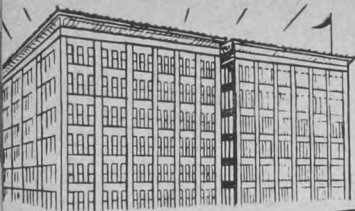
MR. E. B. ELLIOTT, assistant.

Stock Audit Golf Tournament

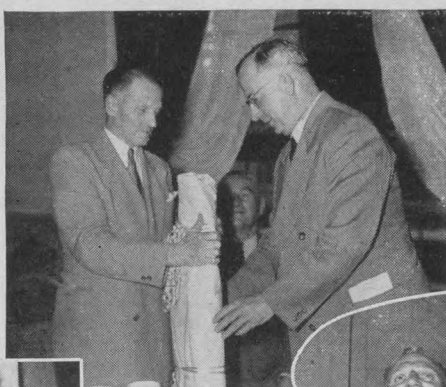
Appropriately coinciding with the Manitoba Amateur, the Stock Audit annual golf tournament was held at the Elmhurst Golf Club, July 20.

After dinner, the coveted trophy was presented to John Yarnell (last year's Eaton golf champion), who, playing scratch, turned in a sparkling 85 through pouring rain. Clint Macfarlane won the toss with Sid Screation as runner-up with 86 net. The remaining seven rain-soaked dubbers received appropriate prizes for their efforts, such as the shortest drive off the tee award of toy binoculars, won by W. E. Chalmers.

However, we are all looking forward to next year's tournament when those handicaps *will be revised again!*



"MAIL ORDER NIGHT"



Top Row—Left: Twice 45 equals 90 years with the Company which is shared by these two old friends, Mr. A. H. Young, M.O. superintendent (left), and Mr. Angus Osborne, supervisor, M.O. Merchandise. Right: Lisle Christie receives a gift of golf tools presented by Mr. Osborne.
Lower Row—Left: George Latimer is presented with a mantel radio. Right: Tommy Dodds warbles the tender lyric, "Sweeter Than All the Roses."

The Honoured:

ALFRED H. YOUNG.....	45th Anniversary
GEORGE LATIMER	40th Anniversary
LISLE E. CHRISTIE.....	40th Anniversary

These three men—whose recent anniversaries with the Company add up to the remarkable total of 125 years—were honoured by the Mail Order management on Friday evening, June 29, at the Fort Garry Hotel.

Chairman Jim Johnston briefly reviewed the careers of the guests of honour.

George Latimer, said Mr. Johnston, was known and esteemed both by Eatonians and postal officials from coast to coast.

Lisle Christie, added the speaker, had started as a parcel boy, rose to head of department, and was well liked by all.

Finally, in a tribute to Mr. Alf Young that brought a storm of applause, the chairman declared: "We have enjoyed the association with Mr. Young, he knows the answers before he asks the questions."

Gifts Are Presented

Presentations were then made to the three honoured guests by Mr. Angus Osborne on behalf of the gathering. Mr. Osborne added his own sincerely expressed tributes, also the pleasure of all that Mr. Jim Johnston was improved in health.

Mr. Young's gift was a handsome Ronson table lighter set; Mr. Christie's a golf bag and clubs, while Mr. Latimer received a mantel radio.

Mr. Gilbert M. Eaton then extended the thanks and good wishes of the President and Directors to the honoured guests. Mr. R. M. Pinfold also endorsed the chairman's laudatory remarks and wished the three men every happiness.

Rhyming Tributes

A sparkling addition to the evening's program was the verses written for the occasion by rhymster Gray. Each was sung to a popular melody.

(WHEN IRISH EYES ARE SMILIN')

Then here's to old Lisle Christie,
Now his praises let us sing,
For he's full of hankie-panky
And his "neck-lines" just the thing.
There's glamour in his laces,
And his ribbons are so gay,
And his hats are just so lovely,
Sure, they steal your heart away.

(Continued on Page Twenty-Seven)

"MAIL ORDER NIGHT"

(Continued from Page Twenty-Six)

Responding, the youthful looking Mr. Christie told of his boyhood days with the pioneer Robinson & Co. department store; of starting with Eaton's in the Supply Department under Mr. C. Y. Card, later the Millinery, then service in the Royal Flying Corps. Returning in 1918, he served in the M.O. Dress Goods, the M.O. Hosiery, and finally transferred to his present departments. It had been a happy 40 years.

(DAISY, DAISY)

Georgie, Georgie, give us your answer, do,
That blamed parcel, just where did it go to?
A gift for a coming marriage,
Got lost in postal carriage.
So just be sweet, sign this receipt,
And the cost will be charged to you!

Mr. Latimer spoke of the 15,000 days spent with Eaton's, none of which he would wish to change—adding whimsically: "I've been happily married to The T. Eaton Company for 40 years, and in a few short years will be happily 'divorced' (retired) and will then receive 'alimony' (pension)."

He also thanked Mr. Bill Curry and committee for their splendid work in arranging "Mail Order Night" over the years.

(PEGGY O'NEIL)

If his eyes are keen and wise,
That's Alfred H. Young!
If he gives you good advice,
That's Alfred H. Young!
If he keeps many thoughts in his head,
If he walks with experienced tread,
Sparkling vitality, grand personality,
That's Alfred H. Young!

A Great Country—A Great Company

Mr. Young's soft-spoken but stirring response will linger in the memory of all present. There was a warmly expressed thank-you for the tributes and the gifts that marked his 45th anniversary, and especially for "the good comradeship given me over the years." There was a flash back to "the days when I filled my first mail order as a kid." During his recent trips east and west he had seen much of Canada and was impressed with what a great country is ours. He also realized what a great mail order business we have. The Company we are working with, declared Mr. Young, is, in its way, as great as the country in which we are privileged to live. He urged young men to realize the marvellous opportunities they have and the high regard in which our Company is held, and to carry on the glorious traditions!

* * *

Songs by Tommy Dodds, community singing led by Bruce Sutherland with Bert Kilgour at the piano, rounded out another most memorable Mail Order night.

ALEX MURRAY A GRANDDADDY

Murray Roderick Iain Friskin stepped off the "Blue Cloud" Limited on June 29 and greeted his granddaddy, Alex Murray, chief engineer at Eaton's. Mommy was the former Catherine Murray and daddy is John Friskin, Lingerie Department. Both mommy and the wee laddie are doing well—also granddaddy Murray.

**BRANDON FISHERMEN'S
BIG CATCH**

"We are always hearing some tall tales of great fishing by the Winnipeg boys, via Contacts," writes Mr. Bill Martin, assistant Store manager, Brandon.

"Well here is one with proof as you can see! All caught before breakfast, and breakfast was served at 9 a.m."

"The four boys that were on this trip are all Eatonians. Names and departments listed below in order from left to right: Ed Lange (Department B253), Dick Keynes (assistant, Department B253), Neil Merrell (Department B260). Picture taken by Jock Mackie (Department B253)."

* * *

Not a bad looking mess of minnows—not bad at all! Were there enough for breakfast, Bill?

Anyway It Snowed at Calgary

It was on one of those chilly days in late June that a beautiful and fashionably dressed young woman approached Tommy Laidlaw in the Men's Hat Department: "Ah'd like to see a pair of eah muffs, please," said she, with a sultry southern accent.

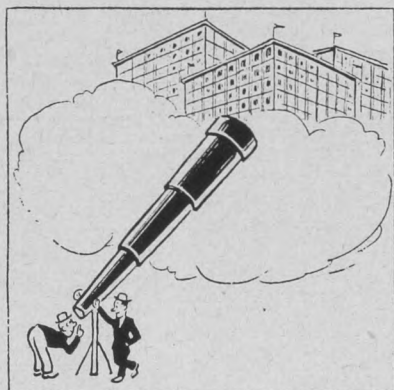
A bit surprised, but with that gracious-as-always smile of his, Tommy trotted out a pair of those furry ear protectors so widely worn in wintry Winnipeg.

"Ah've nevah seen them before," remarked the charming visitor, "how do you put them on?"

Tommy obligingly demonstrated and the lady bought them. While waiting for her change she explained that she was a member of the Royal American shows then playing in Winnipeg. "Ah'm from the deep south and find your city cold on my eahs."

"Sorry Winnipeg was so cold in June for the lady from the sunny south," Tommy remarked to Contacts, "but from the way she spoke, I gathered that the warmth and friendliness of Winnipeg's hospitality more than made up for the weather."

WHAT'S GOING ON -



AROUND HERE?

BASEMENT STORE

Basement Luncheonette

Despite the guiding and scouting activities which keep her busy five nights a week after work, Jennie Sims managed to complete a cutwork tablecloth for the Hobby Show and win a prize with it. Congratulations, Jennie.

Men's and Boys' Furnishings

A presentation of a vase was made to Norman Henry, who married Lenore Miller on June 22. Best of luck to you both.

Florence Zorich was married to Phil Weiberch at St. Paul's United Church on July 7. She received a chenille bedspread as a gift from the department and a pair of figurines from the girls.

Marie Favelle left us to take up office duties in the Basement Piece Goods. Our loss is someone else's gain. We will miss you, Marie!

Our very best wishes to Joyce Jocelyn, who received a beautiful diamond from Patric Supeene, R.C.A.F., Ottawa, on July 10.

Gloves, Hosiery and Lingerie

Cathy Wood was married on June 2 at Rosedale United Church to Dave Irving. She received a torchere lamp from the department.

Jean Johnson married Bill Nelson on July 14 at St. Boniface Basilica. She was presented with a table as a gift from the department, and a shower was held for her at the home of Barbara Fairbairn where she received a mirror. Best of luck to both our brides and grooms.

* * *

MAIN FLOOR

Jewellery

Glad to see Roy Firth back following a serious operation; also Edward Phillips, who is back following a lengthy illness.

Books and Stationery—By M. Carr-Lawton

Our good wishes to Bernice Porubanc (Office) who has become engaged to Michael Chomyn.

Twenty-Eight

Welcome back to Vera Burack (Literary Guild). Vera is looking very fit.

A miscellaneous shower was held for Doreen Baker (School Supplies) at the home of Claude Hansell. Doreen is to be married in August.

* * *

SECOND FLOOR

Dress Goods and Pattern Departments

Anne Nairn was honoured Saturday, July 14, when she was presented with a bedspread on behalf of the Dress Goods and Pattern Departments. Mr. P. E. Odell, head of department, made the presentation. Anne was married to Fred Wallace, July 20, in Norwood United Church. A surprise shower was held for Anne at the home of Mac Culleton, where a corsage and Revere ware were presented to the honoured guest.

Good luck and best wishes to Mary Kollar, who became the bride of Fred Dagg on July 4 at St. Augustine Church. Mr. P. E. Odell presented Mary with a beautiful mirror and a towel set on behalf of the staff.

Joyce Hutchinson was presented with jewellery when she left the Company, June 30. Mr. Odell presented her with a gift of jewellery from the staff.

Hello to Mrs. Florence Graham, who has been ill for some time. We all hope that you are progressing favourably and that it won't be too long before you are back with all the gang.

Welcome back to Mr. L. O. Vincent, supervisor, who has returned from his quarter-century trip. Mr. Vincent and his family motored through the States and Canada and enjoyed beautiful weather for most of the trip.

Also, welcome back to Peggy McMillan, who returned from her quarter-century holidays. We are sorry Peggy's holiday was interrupted due to the death of her brother, and offer our most sincere sympathy.

Fancy Goods—By M. Deacon

A joint shower was held, July 9, at the home of Mrs. F. Rutherford, in honour of Elsie Roos and Esther Eunson, brides of July and August. A presentation of linen and china was made.

Five Summers on July 17

Winnipeg Store's 46th birthday had a double significance for Walter Fogg (Paint Shop) and family, since July 17 was the fifth birthday of their charming little daughter, Sherry. Congratulations, Sherry, and many happy returns! We know you had a lovely birthday!





A Musical Miss

Our congratulations go to Barbara Ferg, who has spent the last two summers with the Main Floor Travel and Information Bureau. Barbara won a medal and two scholarships in the practical examinations held for piano by the Manitoba University School of Music. She won the University gold medal, which is awarded

annually to the student with the highest standing in the degree examinations; the Caroline Harris Scholarship, awarded to the student who attains the highest marks, 80 per cent or over, in the practical examinations of the A.A.M. piano; and the Wednesday Morning Musical Scholarship.

FOURTH FLOOR

Women's Sportswear

Our good wishes to Gordon Wallace and his new bride, Doreen Watson, who were married, June 2, at St. John's Cathedral. We might add that there are several lonesome gals left in the City: Ads since Gordon forsook the ranks of the single. We heard something about a poem Gordon received from them reading: "Hearts wha hae wi' Wallace bled"—we didn't catch the rest of it.

Doris Milne left to be married to Les Woodcock, June 23, at Deer Lodge United Church. Marguerite Purkes married Wilf Baldwin, June 30, and Hettie Muhr was also married June 30. Best of luck to all our newlyweds.

Our regards to Celia Lewis, who is recuperating following an operation.

* * *

FIFTH FLOOR

Juveniles

Miss Annie Saunderson was presented with a travelling bag on the occasion of her 30th anniversary, June 20.

We were glad to see Nell King, now retired, who arrived from Vancouver on a visit and dropped in to say hello to the girls.

* * *

SIXTH FLOOR

Carpets Calling—By G. McLean

The men of the department held a golf tournament at Sandy Hook, June 23. Joe Reid won the trophy, and prizes of one golf ball each went to W. Andrew, R. Spencer, J. Davies, W. Reid, K. Kelpin and D. McPherson. The booby prize went to Gordon Caldwell, Winnipeg representative for Barry Staines. After the golf, dinner was enjoyed at the summer home of May Parker. Many thanks to Mr. and Mrs. Parker for having the gang.

Friday 13th holds no fears for the gang in our department. They gathered 50 strong for a bang-up barbecue party at Mr. and Mrs. Jephson's summer home on Kingston Row. Mr. Jephson proved an adept at barbecuing hot dogs, and we think he must have had previous experience. Harry Gyselman helped out with this delicate operation. Many thanks to Mr. and Mrs. Jephson for having us and to Bill Andrew for all the work he did.

Gordon James (of the Workroom) gave his girl friend, Edna Hewitt, a beautiful diamond ring recently.

A shower was held for Mabel Grabosky at the home of Mrs. Stewart.

Glad to report that Mary Bedwell is coming along nicely and will be back to work soon.

Sorry to report that Al McLeod is in Deer Lodge Hospital. We are all pulling for you, Al, and hope you will soon be better.

It was nice to see Jimmy Ward, our former assistant, now in the Calgary Store.

General Office—By Irene Adam

Good luck to Mary Peters who left, June 15, to make her home in California. Mary was presented with a rhinestone set from the office staff.

Vivian Laine was the recipient of an electric iron when she left, June 18, to become the bride of Anton Sasek on June 23 at Deer Lodge United Church. The girls presented Vivian with a torchere lamp and linen. Best wishes to you both, Anton and Vivian.

Joan Cancellia has recently received a lovely diamond from George Wilkins. Good luck and best wishes, Joan.

Allan Adams has gone and got himself engaged. The lucky girl is Lorraine Fisher. Congratulations, Allan.

Our staff said good-bye to Mary Copsey, June 16, when she was presented with Chinese figurines.

One of our former employees, Mrs. Mary Ens, is proud to announce the arrival of an 8½-lb. son, Gordon Lee, June 27. Congratulations.

Wilma Cole was presented with a Denton floral piece on leaving the staff. We hope the measles are better, Wilma.

Stock Audit

Mr. and Mrs. Clint McFarlane are receiving congratulations on the birth of a 7¼-lb. baby daughter, Jill Anne, who arrived June 27.

* * *

SEVENTH FLOOR

Budget Plan Patter

We had another June bride in the department when May Sayak married Joe Grabosky at Gimli on June 21. May was presented with a picture. Best of luck.

Shirley Oliver received a Parker "51" pen and Joan Edwards an engraved compact when they left to take other positions. Irene Inglis was presented with a jewel box when she left to reside in Peterborough. Best of luck to you all.

Our best wishes to Terry Roy, who has recently become engaged to John Maranta.

Our heartfelt sympathy is extended to Betty Davies on the death of her mother, July 12, after a long illness.

A speedy recovery to Frank Sails, retired head of the Budget Plan, who was recently involved in a motor accident at Victoria, B.C.

Wages Office

Phyllis Abbott left the Company to return to her home in England. We wish you a pleasant trip home, Phil, and don't forget to write.

CONTACTS

EIGHTH FLOOR

City Ads

The staff was sorry to say good-bye to Patty Gladstone, who has left the Company. Patty was presented with a book of French impressionist prints. To quote Mr. Moray Sinclair, supervisor, "an impressionistic gift for an impressionistic youngster."

Our congratulations to Rose Cooper (Copy-writers) who won first prize in a recent poetry contest sponsored by the Nova Scotia centre of the Maritime Poetry Society. The poem, entitled "Midsummer," appears below.

MIDSUMMER

The lovely isle
Lay shadowed
In the lake's blue swell . . .
Cool, calm and green,
Swathed in
Pine-laden air,
And we walked there . . .
As though it were hallowed ground,
Far from the sight and sound
Of the money-mad city . . .
Far from the idols of Mammon . . .
We walked in a temple
Where hymns were the rustle of winds
As they stirred
The beautiful trees . . .

Rose Cooper (City Ads)

Telephones

Four members of our staff have left recently: Mrs. Hilda Gullan (Provision Order Board) left, July 6, to reside in Detroit. She was presented with jewellery by Mr. H. McIntyre, for the staff. Mrs. Dolly Tod (Provision Order Board) left, June 23, to reside in Rosewood, Manitoba. She was also presented with jewellery. Mrs. Ruth Agland, who left June 30, received a necklace and bracelet as farewell gifts. Our good wishes go with you all.

We also extend best wishes to Virginia Cain, who was married to Douglas Carswell (M.O. Salesroom, Files and Correspondence) at St. Bartholomew's Church, Winnipeg Beach, June 16. Virginia was presented with a mirror.

ON CRITICISM

By Elizabeth Moyer

It's easy to be critical,
It requires little brain
To find the other fellow's faults
And ridicule his name.
But it takes a lot of courage,
And a bit of effort, too,
To do the task yourself, and show
The flaws that lurk in you.

(From a collection of poems written by Miss Moyer (Telephones) which recently won an Honourable Mention in the Eaton Employees' Hobby Show.)



SECOND AND THIRD FLOORS

Mail Order Packing

By G. Burton and C. Ridgedale

Best wishes to Kay McGrath who was married, June 30, to Bill Kreig at Young United Church. Kay received a metal ironing board and flannelette blankets from the girls.

Also to Sylvia Tieme who was married to Walter Stromstad, June 30, at the Church of Christ. Before she left to make her new home in North Dakota, the girls presented her with linen, while the departmental gift was a satin bedspread. The girls held a luncheon in Sylvia's honour at the St. Regis, June 16, where she received crystal ware.

Terry Pariseau left, June 21, to become the bride of Gill Noble, June 23. The department presented Terry with a sandwich toaster, and numerous other gifts were received from friends.

Thirty

Congratulations to Eddie Gordon who was married, July 7, in St. Paul's United Church. Eddie received a mirror from the department.

Lots of luck to Pat Findlay who left, July 7, to marry Richard Woodfall, July 28. Pat received a table from the girls and a rangete from the department. They will reside in Pine Falls. A miscellaneous shower was held for the bride-to-be by the girls in the department.

Lena Koshinsky left, July 14, to be married to Herbert Steinwandt. Friends held a shower, July 12, at the home of Elgin Burszan, where Lena was presented with a lamp.

Our good wishes to Sherrie Davidson who returned from holidays with a diamond given to her by Gordon Ciszewski; also to Helen Shewchuk who received her diamond from Maurice Palka.

We are glad to hear that Rona Einarson and Roonie Sigurdson are enjoying their quarter-century holidays.

Congratulations to Leta McMullen and Harry Briggs who celebrated their 30th anniversaries with the Company, July 11 and 12; also to Tommy Hiddleston who celebrated his 30th on June 23.

* * *

FOURTH FLOOR

M.O. Children's Shoes—By D. Clubb

On July 1 a joint shower was held by the girls of the department at the home of Ethel Mazur for Margaret Adshead, a July bride, and Florence Ives, who was recently married. The girls were presented with sheets and pillow cases.

Margaret Adshead was married to Andy Chabun. Before leaving, she was presented with a lovely chenille bedspread from the staff and numerous gifts from her friends. Best of luck, Margaret and Andy.

M.O. Women's Shoes—By L. Shadbolt

Lil Hicks was married, June 30, to Kenneth Corrigan at St. Paul's United Church. Mr. K. Sutherland, head of department, presented Lil with a torchere on behalf of the staff, and she received many individual gifts. The girls of the department held a shower at the home of Isabel Emslie, where Lil was presented with blankets and other gifts. We wish you lots of happiness in your married life, Lil.

M.O. Men's Shoes—By P. Fines

Our best wishes to Muriel Bradstock, who became the bride of John Fidler at Old St. Andrew's Church on June 30. Mr. L. W. Houston, group manager, presented Muriel with a set of china, the gift of the department. The girls on the staff entertained her at a miscellaneous shower.

* * *

FIFTH FLOOR

M.O. Electricals

Dorothy Dupuis, of the Music Department, left, June 30, to be married to Eddie Gordon, of M.O. Packing. She was presented with a trilight as a wedding gift. In her honour, the girls held a shower in the Grill Room.

M.O. Sporting Goods and Toys By D. Hardiman and J. McNiven

Our two departments held a shower, June 7, in honour of Joyce Sobkowick, a bride of June 16. Joyce was presented with an electric tea kettle and a set of glasses.

We regret to report that Ronnie Ford is in the hospital. We all hope that you will soon be back with us again, Ron.

It is another girl for Wally Koss and his wife. The young lady's name is Jeannette Dianne June. She weighed in at 7 lbs. 6 ozs. on June 25.

* * *

SIXTH FLOOR

Jewellery Repairs—By M. Hoover

'Twas June 30 when Ken Duncan took unto himself a lovely bride, Betty Johnson, of the Mailing List. Our department presented Ken with a chest of flatware, Mr. A. Harvey doing the honours. Ken was married at St. Paul's United Church, then the bride and groom left for the Lake of the Woods.

Ella Middleton chose July 7 for her wedding to Tom Ormshaw. The ceremony was held at St. Stephen's-Broadway United Church. Ella received an electric toaster as a gift of the department, presented by Mr. O. Olafson, assistant. Ella was guest of honour at a shower where she was given a wool bedthrow. All our good wishes for future happiness go with these brides and grooms.

M.O. Dress Goods

Gladys Stephens (Office) became the bride of William McClements at St. James' United Church on July 14. The girls of the department honoured Gladys at a shower at the home of Pat Tugby, where she was presented with a corsage of roses and a gift of linen. Gladys also received an electric iron from the department. The presentation was made by Mr. P. H. Longstaffe, head of department, who, on behalf of the staff, wished Gladys and Bill every happiness.

Our best wishes for a speedy recovery go to Mrs. Charlie Wall, who recently underwent an operation.

* * *

SEVENTH FLOOR

M.O. Women's Accessories and Millinery By Muriel Fraser

Congratulations to Mr. L. Christie, head of department, on achieving his 40th anniversary with the Company, June 7. Due to his absence on a buying trip, celebration of this event was delayed until his return when he received a mantel radio, presented by Mr. L. A. Tempest, supervisor, on behalf of the staff.

Dorothy Jacobs left us, July 7, to become the bride of Michael Misurko. The wedding took place at Rosedale United Church on July 14. On leaving the department the bride-to-be was presented with a lovely mirror, the gift of the staff, and a pair of boudoir lamps as a shower gift. Best wishes to you both, Dorothy and Michael.

Our sincere sympathy is extended to Eva Jansen, of our workroom, in the death of her brother.

Garment Factory—By A. Kirkby

Good wishes to Emma Guenther who was married, July 7, to Robert Kowal. Emma received Revere ware from the department and was honoured at a shower when she was presented with a chenille spread and boudoir lamps in pale rose.

Two new diamonds appeared to brighten up our department. The happy girls are Irene Barnabe and Fern Decock. Best wishes to you both.

We congratulate Elsie King, who won a second prize in the recent Hobby Show. There were many fine entries from our department.

Sorry to report that Bert Philpott is in hospital and wish him a speedy recovery.

Our sympathy is extended to Charles Holden, whose mother passed away, June 17.

M.O. Lingerie—By B. Nash

A dinner was held at The Homestead, July 4, in honour of Olga Wozny, who left, June 30, to become the bride of Ernest Stekler. Olga was presented with a table lamp at the dinner and a gift of blankets from the department.

CONTACTS

M.O. Women's Dresses—By R. Hodgson

Who is it that's walking around with a gleam in her eye these days? Why, it's Betty Anderson. She recently became engaged to Johnny Braund.

* * *

EIGHTH FLOOR

M.O. Complaints—By J. Baynes

June being the month of brides, our department kept in style by having two—Alice Wright and Elsie Walsh. Alice left, June 16, to become Mrs. Stan Aubert, and Elsie left to marry Walter Chimka. Before leaving, Alice was presented with a mantel clock from the department, as well as a number of other lovely gifts. Elsie received a steam iron from the department.

Not to be outdone by the ladies, John McKinley was married to Joyce Kilgour, of the Mailing List, at the Christian and Missionary Alliance Temple on July 7. On leaving to join the ranks of the married men, John was presented with an electric kettle and a camera.

The Don Carlos Casino was the spot chosen by a number of friends for a dinner and presentation of glassware in honour of Elsie Walsh. And on June 14, friends gathered at the home of Ivy Alexander for a kitchen shower for Alice Wright. Everyone joins in wishing the two brides all the best.

We are all glad to know that Dorothy Lloyd is recovering so well from her operation and is convalescing at home. We are hoping it will not be too long before you are back with us once more, Dorothy.

M.O. Photographic Workroom—By S. Sapiak

We're happy to welcome Billie Rutherford back after her recent illness, and hope she is feeling much better.

Our congratulations to Martha Hoipo, who has been promoted to ambulance officer with the St. John Ambulance Corp.

M.O. Cash Office—By E. Norton

A miscellaneous shower was held at the home of Gwen Baigrie in honour of Olive Barney, who became the bride of Leonard Williams at St. Paul's United Church, July 7. Olive was presented with a lovely mirror and woollen blankets from the staff. Best of luck to you both.

Vi Browoski is back with us again after her recent operation.

M.O. Salesroom, Files and Correspondence

By G. Brownlee and L. Lauch

Wedding bells rang out, June 30, for Bertha Johanneson when she married Kenneth Duncan, and for Betty Desmarais who married Norman Whincut. Bertha was presented with a coffee maker from the department, and Betty received a bedthrow and linen. Best of luck, Bertha and Betty.

Marriage vows were exchanged between Joyce Kilgour and John McKinley, July 7. Joyce was presented with a mirror and lamp, which were accompanied by our good wishes for a happy future.

Our best wishes also to Edith McIntosh, who married Leslie Hargreaves at St. Andrew's Church. Edith was presented with a toaster and blankets.

Just seems the department is out of luck when it comes to men. One of our most eligible bachelors, Douglas Carswell, left on June 15 to marry Virginia Cain at Winnipeg Beach. From the depart-

Thirty-Two

ment and staff Doug received a smoker and chandelier. We still have Mr. Grimes, girls!

Three members of the department are sporting dazzlers on their left hands, third fingers, this month: Shirley Heard, Adele Selche and Lillian Sedgewick. All the best, girls.

We are sorry to learn that Mrs. Dunnett, Isobel McIvor and Joan Garrick are confined to hospital. Cheerio, girls, and a speedy recovery. We also hope to see Alice Wasnie back soon.

M.O. Copying—By M. Shepherd

Congratulations were received by Jean Seamans, who celebrated her 30th anniversary with the Company on June 20, and Anne Johnson, whose quarter-century celebration was June 23. Many happy returns to you both.

Grace Watkins left, July 7, and was married on July 14 to John King at Grace United Church. She received a chenille bedspread from the department.

June 29 was the day chosen by Florence O'Donnell for her marriage to Norman Park at Sparling United Church. The departmental gift was a set of dishes, and the girls held a personal and kitchen shower for her.

George Mark (Paint Shop) married Florence Gardner of this department on July 14 at St. Stephen's Anglican Church. Florence was presented with sheets and a green bedthrow from the department. The girls held a miscellaneous shower for her at the home of Kathleen Lewis.

The department presented mauve and gold bedthrows to Doreen Parker when she left to become the bride of George Roth at St. George's Church on June 23. A Wear-Ever shower was held for her by the girls at Shirley Golab's home.

The best wishes of the staff as well as a torchere went along with Marie Ozohan when she left to become the bride of Nicholas Shandroski on July 14 at St. Nicholas' Church. The girls of the department held a linen shower in her honour at the home of Vickie Florentino. Mr. and Mrs. Shandroski will reside in Hadashville, Man.

St. Anthony's Church, West Kildonan, is where Ann Malbrack (of this department) became the bride of Leonard Stomp on June 30. Ann was presented with boudoir lamps and a towel set.

Balmerstown, Ontario, is where Julia Woloshyn is residing since her marriage, June 30, to Paul Hobbs at St. Vladimir and Olga Cathedral. Julia was presented with boudoir lamps as a gift from the department.

M.O. Correspondence—By June de Gagne

Once again our department has had to say "farewell and good luck" to a couple of our friends. Helen Nelson and Joyce Carnegie left, June 30, to take on new surroundings. Jo is now living in B.C. and very happy working there. Helen will be leaving for the coast some time in September.

* * *

NINTH FLOOR

Candy Factory—By L. Waite

Congratulations are extended to Steve Procuroff on achieving his 25th anniversary.

What do you think happened? That gal, May Wood, walked out and got herself hitched, June 30, to Fred Jacques. A shower was held in May's honour and the girls presented her with silverware. Lots of luck, May and Fred.

In Memoriam

We extend sincere sympathy to those members of the staff
who recently suffered bereavements:

In the Loss of a Mother

MR. T. HOLDEN (Electric Vacuums)
MR. C. HOLDEN (Shirt Factory)
MRS. D. RUTHERFORD (Fancy Goods)
MRS. M. STEVENSON
(M.O. Men's and Boys' Furnishings)
MR. W. H. BROWN (M.O. Packing)
MR. R. SOTHAM (City Advertising)
MR. W. MUNDRICK (M.O. Carpets)
MR. M. MUNDRICK (Toys)
MISS B. DAVIS (Budget Plan)

In the Loss of a Father

MR. JACOB HARRIS (M.O. Carpets)
MRS. E. McCOSHAM (Draperies)
MR. R. SWEET (Night Watchmen)
MRS. J. CORMIE (M.O. Complaints)
MR. F. J. OTTLEY (M.O. Budget Plan)
MISS M. WILSON (Drapery Workroom)

In the Loss of a Sister

MISS H. FERGUSON (Bakeshop)
MR. E. HILLSDEN (Furniture)

In the Loss of a Brother

MR. PERCY COOK (M.O. Packing)
MISS PEGGY McMILLAN (Beauty Shop)

MISS EVA JANSEN
(M.O. Handkerchiefs, W.R.)

... on the simple art of *BEING KIND*

There is more fun in working, and in living, when we put our human interest to work.

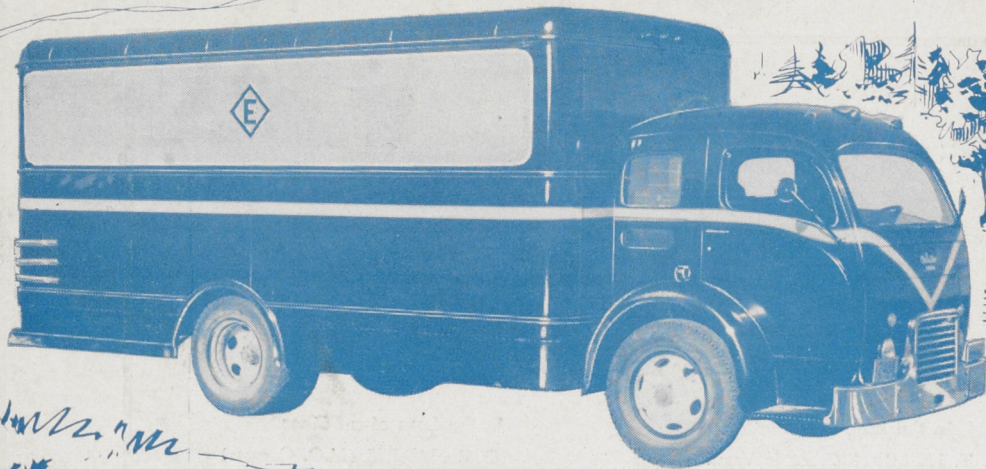
At various times, everyone has had the urge to write a note entirely unselfish in nature. Opportunities for such letters constantly arise and we gain by taking time to give vent to our feelings, and spend a few moments writing something nice to someone.

Gary Moore, on his popular television show, has a heart-warming last line. Changing quickly from comedy, he says nearly prayerfully, "Let's be kind to each other." And that's what the world needs. More kind words. There's a man we knew of in business who would let no opportunity pass to send "word flowers" to people who didn't expect them. His letters were to friends, acquaintances, customers, prospects. The letters covered births, deaths, marriage, going away, coming home, and a variety of other subjects.

So often we intend to say something nice to someone, but just never get around to it. There are a hundred opportunities every year, to say thank you, to commend someone, to go out of our way to make someone happy.

And if you choose to be mercenary about it, you may be pleased to know that it pays off in a business way, too. However, it is a fact that in our daily hurry we pass up opportunities to commend, recognize, console, applaud—by letter. Such pauses in our daily routine would reduce the risk of ulcers, add a warmer glow to our hours, and a spark of human friendship to our relations of man to man.

—With acknowledgments to "The Very Idea," Hamilton, Ont.

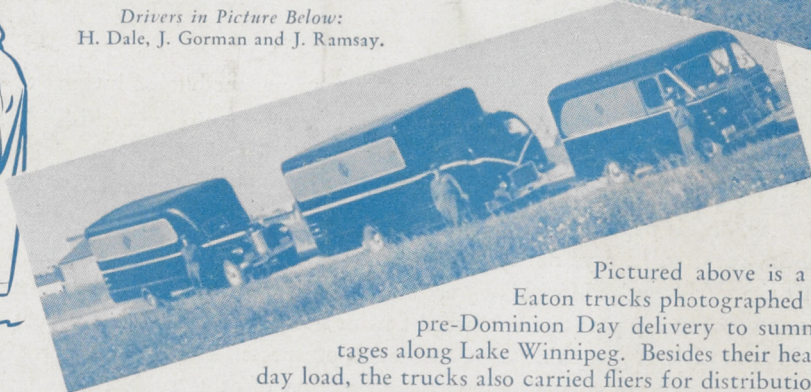


Beachward Ho!



Drivers in Picture Above:
W. Dale, S. Barlow and E. Napper.

Drivers in Picture Below:
H. Dale, J. Gorman and J. Ramsay.



Pictured above is a fleet of Eaton trucks photographed on their pre-Dominion Day delivery to summer cottages along Lake Winnipeg. Besides their heavy holiday load, the trucks also carried fliers for distribution at the various beaches. . . . Note the truck (in large picture at top), our newest furniture unit. One of the largest in the city, it is operated by two pretty hefty men, Drivers J. Gorman and M. Denesiuk. The cab of this truck has great visibility, and is very comfortable for riding. Hydraulically operated, it can be folded to the front right over the bumper, leaving the engine and all its parts easily accessible for inspection or adjustment.

